

LEADERS CREATE MORE POSSIBILITY

Leadership donors are United Way supporters who give \$1,200 or more to campaign – either individually, or as a family. They are a very influential group because they create more community impact than the average donor, and their example inspires others to do the same.

In 2015



\$726,606
were contributed
by Leaders



32%
of all donations
came from
Leadership donors

Results that Matter

"When I was a kid my family moved a lot. By the time I started grade 12, I had attended over 20 different schools. This constant moving caused me to become depressed and lonely.

But part of every summer I spent at Camp Alexo. Camp became home for me: it provided stability and a source of happiness. It was a place where I was able to shine and gain confidence.

Now as a Camp Alexo counsellor I can help kids that have similar stories to mine.

Ixchel Hamilton



MAKING THE CHALLENGE POSSIBLE

The opportunity for Leadership donors to increase their impact is made possible by a dedicated group of Matching Challenge sponsors who have pledged a total of \$44,500 in matching funds for 2016. They believe that, together, Leaders can have a powerful impact in their community.

Thanks to these dedicated sponsors, the Community Impact of your 2016 Leadership can be multiplied.

2016 LEADERSHIP MATCHING CHALLENGE SPONSORS:

MNP
LTD



**Drs. Alayne & Lawrence Farries
Jack & Joan Donald**

MULTIPLY YOUR IMPACT. TAKE THE LEADERSHIP MATCHING CHALLENGE.

The Leadership Matching Challenge creates the potential for you to increase the impact of your donation in the community when:

A) You become a new Leadership donor.

Any first-time Leadership gift of \$1,200 or more could be matched dollar-for-dollar.

Your Community Impact: **\$2,400**



B) You increase your Leadership gift over last year.

Any increased Leadership donation could be matched dollar-for-dollar. If you donated \$1,200 last year and \$1,600 this year, \$400 could be matched.

Your Community Impact: **\$2,000**



THE IMPACT OF YOUR LEADERSHIP DONATION



\$46/Pay* = \$1,200

Sends 46 youth to a weekend leadership training program



\$58/Pay* = \$1,500

Helps 62 seniors stay independent at home



\$77/Pay* = \$2,000

Provides a week of in-home support for 40 people recovering after hospitalization.

* Based on 26 pay periods



Fostering Change

"We believe in Leadership giving. It's a way that we can foster real change in our community. The United Way's support of programs that address the root causes of problems helps to make our community healthier as a whole."

*Rhonda Elder, Partner
Warren Sinclair LLP*



United Way
Central Alberta

4811 48th Street, Red Deer, AB T4N 1S6
P: 403.343.3900 | E: info@caunitedway.ca
caunitedway.ca