

WILL YOU ACCEPT THE CHALLENGE?

Leaders are committed to improving lives locally in Central Alberta, and their example inspires others to do the same.

Leaders – individually or as a family – contribute **\$1,200** or more per year to the United Way community fundraising campaign. This elite group of **344 donors** is extremely important for the creation of healthy communities in Central Alberta: collectively, they contributed over **34%** of total funds raised in 2016!

LEADERS CREATE MORE IMPACT

LEADER'S CIRCLE \$1,200+

Provides 5 kids with treatment and support to recover after experiencing abuse



PARTNER'S CIRCLE \$2,500+

Helps 4 families find or maintain affordable housing



BUILDER'S CIRCLE \$5,000+

Provides counseling for 66 people facing a personal crisis



| TAX BENEFITS* | LEADER | PARTNER | BUILDER | GUARDIAN | CHAIRMAN |
|-----------------|---------|---------|---------|----------|----------|
| ANNUAL DONATION | \$1,200 | \$2,500 | \$5,000 | \$7,500 | \$10,000 |
| COST AFTER TAX | \$650 | \$1,300 | \$2,550 | \$3,700 | \$4,950 |

*Taxes may be subject to change. Visit cra-arc-gc.ca for details.

"Having two children with diverse learning needs, I know that both are receiving a quality education at kcs. I cannot adequately express how thankful I feel to know that the staff genuinely care about my children as unique individuals."

Michelle Goldsmith



United Way

Central Alberta
caunitedway.ca

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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:

- You become a Leadership donor. Any first-time Leadership gifts of \$1,200 or more will be matched dollar-for-dollar. Your Community Impact = \$2,400!
- You increase your Leadership gift over last year. Any increased Leadership donation will be matched dollar-for-dollar. If you donated \$1,200 last year and \$1,600 this year, \$400 will be matched. Your Community Impact = \$2,000.

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 2017. New and increased Leadership gifts will be matched until the fund is exhausted.

2017 LEADERSHIP MATCHING CHALLENGE SPONSORS

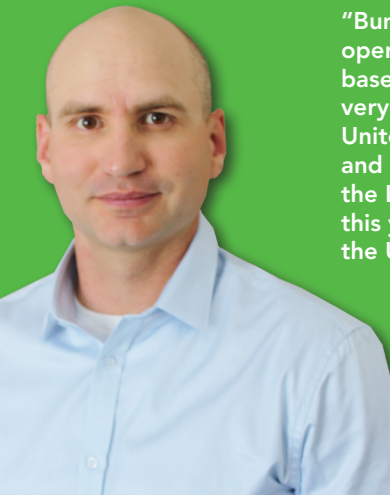
MNP_{LTD}

WarrenSinclair_{LLP}

JACK & JOAN DONALD



North



"Bunch is a family owned and operated construction company based in Central Alberta. We are very proud to have supported the United Way for the past six years and we look forward to supporting the Leadership Matching Challenge this year. We believe that through the United Way, this influential group of donors are able to drive change and help shape the future of our region."

Jason Bunch,
VP Bunch Projects