

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.

New Leaders: Any first-time Leadership gifts of \$1,200 or more will be matched dollar-for-dollar! Your Community Impact = **\$2,400**

Increased Gift: Any increased Leadership donation over last year's gift 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**

2020 LEADERSHIP MATCHING CHALLENGE SPONSORS

have pledged a total of \$30,000 in matching funds for 2020.

Warren Sinclair LLP
LAWYERS



North

JACK AND JOAN DONALD

“

I first got involved with the United Way through my workplace campaign and have been passionate about its mission ever since. You can truly see the difference the donations make in our local community.



United Way
Central Alberta

MEGlobal
An BMO Bank of Montreal Company

Charlotte Gervais,
MEGlobal
Donor and volunteer

4811 48th Street, Red Deer, AB T4N 1S6 | P: 403.343.3900

WILL YOU ACCEPT THE CHALLENGE?

Leadership donors are committed to showing local love in Central Alberta, and they inspire 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.

65.06%

of all employee and individual donations came from Leadership Donors.

LEADERS' IMPACT



\$1,200

enables 2 individuals with low income to receive the counselling hours they require



\$1,200

provides 1 young woman and her child with 2 months of lodging and 2 weeks of food and necessities



\$1,200

covers the cost of organizing a mentoring match for one year

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.