

# 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**

## LEADERSHIP MATCHING CHALLENGE SPONSORS

Pledged a total of \$30,000 in matching funds for 2021.



JACK AND JOAN DONALD

WarrenSinclair<sup>LLP</sup>  
LAWYERS



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.

Charlotte Gervais,  
MEGlobal  
Donor



**United Way**  
Central Alberta

# 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%

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

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](http://cra-arc.gc.ca) for details.