

# 2018 Community Leaders Challenge Match

A \$350,000 Challenge Match to expand the Leadership Giving Program, generously sponsored by two long-time anonymous supporters

## How can I maximize the impact of my 2018 Leadership Gift?

- ✦ Become a **NEW LEADERSHIP GIVER** with a first-time annual gift of \$1,000 or more, and the entire gift is matched. What a powerful way to invest in our community and make a positive difference in the lives of Berks Countians.
- ✦ As a **CURRENT LEADERSHIP GIVER**, increase your annual gift to a new Leadership Giving level, and the entire gift will be matched. For example, if your current gift is \$1,000 and you increase your gift to \$1,500, the entire \$1,500 will be matched. Leadership Giving levels are:

Bronze	\$1,000 - \$1,499	Titanium	\$3,000 - \$4,999
Pewter	\$1,500 - \$1,999	Gold	\$5,000 - \$7,499
Silver	\$2,000 - \$2,999	Platinum	\$7,500 - \$9,999

- ✦ Another opportunity for **CURRENT LEADERSHIP GIVERS** to take advantage of the Challenge Match is by increasing your annual gift within level. If your current leadership gift is \$2,000, and you increase your gift to \$2,500, the additional \$500 will be matched.

For more information on the Leadership Giving Program, please contact Leslie Davidson at 610.685.4560.



United Way of Berks County