

United Way of Berks County Leadership Giving Program



Our Leadership Giving Program is integral to United Way's work and success. Become a Leadership Giver by contributing \$1,000 or more annually to United Way and make a lasting, measurable impact on the lives of local children, families and seniors. Currently, 1,475 people contribute at the Leadership Giving level, which represents 43.7% of the total 2008 campaign. Last year, these individuals collectively contributed \$3.9 million. What a great demonstration of how to LIVE UNITED!

Pacesetter Levels:

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

Tocqueville Society Levels:

Annual Gift of \$10,000 or more
Specific information about the Tocqueville Society can be obtained by calling Jean Morrow at 610.685.4587.

As a Leadership Giver:

- Attend the Leadership Giving Recognition Event, held each October.
- Receive recognition as part of United Way of Berks County's Annual Report and Leadership Giving Brochure.
- Receive electronic newsletters featuring the information about how United Way is responding to community needs, improving lives and creating community change.

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



"Supporting United Way of Berks County through the Leadership Giving Program is a way for me to give back to this community, which has provided so much to me. During my teen years, the Olivet Boys and Girls Club, which is a United Way agency partner, provided an important sense of structure in my life during a time when I needed it the most. The opportunities and experiences provided through "the club" gave me a strong foundation to make the right decisions and pursue college and my career. United Way programs make a difference right here in our community; I'm proof of that.

As a young professional of color, I want to set an example and help others. To me, United Way provides stability to the people and neighborhoods throughout Berks County. It's a results-oriented and efficient organization, and it allows me to make a difference right here in my home town."

Mike Toledo
National Penn



"United Way programs and initiatives help people of all walks of life and address a diverse range of community issues. We've been involved with United Way in a variety of capacities throughout the years, and we've seen how the organization responds to community needs, changes as the community changes and touches the lives of more than 100,000 local people each year. Through our involvement with United Way, we've seen how our gift can make a difference. It's also been great to see how highly effective our local United Way is at raising the funds and achieving the results when comparing United Ways across the state and nation,"

"Over the years, we've continued to increase our annual United Way gift. We've lived here all of our lives, raised our children, and are blessed in many ways. Supporting United Way through the Leadership Giving Program is one way that we can give back to our community and help others."

Bob and Susan Showalter
Affinity Bank and Wilson School District



"I feel like I'm part of the solution through my support of United Way.

In the past, I've received help from United Way programs, and I'm now fortunate to be in a position to help others. I view United Way as an organization that improves lives and provides hope to countless people throughout our community. As part of the Leadership Giving Program, I now have the opportunity to be on the giving end. I consider my gift as a sound investment since my gift is matched through the Challenge Match - - it's a great opportunity for me, for United Way, and most importantly, for the people in our community needing help."

Karen Williams
PACE Institute