

A MILLION REASONS TO GIVE

\$1 Million Challenge Match



United Way of Berks County

Generously Sponsored By:

Customers Bank * Dick & Angela Ehst * The Neag Foundation * Kevin & Susan Timochenko
plus Three Anonymous Donors

CHANGE LIVES!

Your gift is invested in 80+ programs, initiatives and grants to help local children, families and older adults live stronger lives. Teams of community volunteers make sure donor dollars are invested wisely in high-priority and high-performing programs across Berks County.

MAXIMIZE YOUR IMPACT!

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
Pewter	\$1,500 - \$1,999
Silver	\$2,000 - \$2,999
Titanium	\$3,000 - \$4,999
Gold	\$5,000 - \$7,499
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 a 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 and the Challenge Match, please contact Leslie Davidson at 610-685-4560 or leslied@uwberks.org.