Leadership Giving Letter

As a Leadership Giver, you generously invest in our community and lead the way in creating change to help local people live stronger lives.

Giving kids the right start in life, helping families become self-sufficient and tackling issues that matter to all of us - - early literacy, youth development, fighting hunger, homelessness and more. With your support, these are the challenges United Way tackles and works towards the solution.

The fallout from the COVID crisis is creating even greater challenges. Our most vulnerable residents are grappling with staggering needs around food, shelter and basic needs. These challenges are far-reaching and will be long-lasting – they cannot be solved alone. This is why your leadership giving support is needed more than ever.

Your leadership gift can be multiplied through the 2022 Challenge Match:

* Increase your gift to the next level, and your entire gift will be matched
* Increase your gift within a level, and your increase will be matched

Behind all of United Way’s work, there are people like you who get involved and support our programs, and we are grateful for your leadership in creating a brighter and better future for children and families across Berks County.

Thank you.