

Making Good Go Further

Use Our 2025 Challenge Match to Multiply Your Generosity

CHANGING LIVES

It starts with U.

Your support is the foundation for United Way's work and connects people to help, hope and opportunity. Your gift is invested in 80+ programs, initiatives and grants to help local children, families and older adults live stronger lives - helping 190,000 Berks Countians each year.

Teams of community volunteers make sure donor dollars are invested wisely in high-priority and high-performing programs across Berks County.

32,000

Number of Berks Countians seeking information/referral via 211 and connected to help and community resources

43,700

People in crisis received help meeting their basic needs through a United Way funded program around shelter, food, medical, or disaster situations.

133,700

Youth benefitting from United Way funded educational and youth supportive programming

190,000

Berks Countians helped by United Way programs, initiatives and grants



MAXIMIZE YOUR IMPACT

Become a **NEW LEADERS UNITED member** in 2025 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 LEADERS UNITED member**, increase your annual gift to a new giving level, and the entire gift is matched. For example, if your current gift is \$1,000, and you increase your gift to \$1,500, the entire \$1,500 is matched. If you increase your annual gift within a level, the additional amount is matched. Leaders United 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

CHALLENGE MATCH SPONSORS

Karen & John Arnold, The Kindness Coalition

Scott & Angel Helm

PENN Entertainment Foundation

Questions: Please contact Leslie Davidson at 610-685-4560 or leslied@uwberks.org.