

Leadership Giving Program

What is Leadership Giving?

At United Way, Leaders are people who are driving change, willing to set a powerful example, and able to inspire action. It begins with a personal annual gift of \$1,000 or more.

Leadership Giving is an important part of United Way employee campaigns in all organizations. United Way relies on the volunteer Leadership chairs to spearhead the Leadership Giving Program for their organization, and provides training, ongoing support and fundraising materials to help ensure the success of the Leadership Giving Program.

Leadership giving is the fastest growing area of United Way's annual Campaign. In 2010, 1476 Leadership donors contributed over \$2.7 million to United Way of London & Middlesex, representing 34% of the overall annual Campaign achievement.

Donor benefits

- Enhanced sense of community - Leadership Giving provides donors with the personal satisfaction of making a significant contribution to the quality of life for everyone in the community
- Gain positive image as employee - Leadership donors are seen as positive role models for their organizational peers and other employees
- Public recognition as a Leader - Leadership donors are listed in the Leadership Honour Roll, which is widely distributed to individuals in the London and Middlesex area

Employer Benefits

- Improve the positive image of the organization - participating companies are seen as community leaders because of the high level of commitment and increased giving through their employee Leadership Program
- Improved employee morale - Leadership Giving activities build teamwork and strengthen employee commitment by linking Leadership donors in a common cause of caring for their community
- Increased support to the community through United Way - a well-run Leadership campaign guarantees that your company will increase its overall United Way achievement, resulting in a sense of pride and accomplishment for the employees



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Community benefits

- Access to new resources - new dollars from Leadership campaigns enhance United Way's ability to respond to community needs with funding increases
- Recognition of new community Leaders - as Leadership donors and volunteers gain recognition for their charitable activities, they are recognized as potential community leaders
- Increased community spirit - Leadership donors have increased pride in their community and desire to participate in community activities

Leadership Giving levels

The Leadership campaign, promoted by many United Ways across Canada, encourages and recognizes those individuals who invest in their community with a gift of \$1,000 or more using the levels outlined below:

Philanthropist Circle	\$25,000 or more
Community Circle	\$10,000 - \$24,999
Leaders of Excellence	\$5,000 - \$9,999
Leaders of Distinction	\$2,000 - \$4,999
Leaders of the Way	\$1,000 - \$1,999

To participate or for more information, contact:
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