

JOIN THE MOVEMENT

2018-19 Campaign

United Way
of Greater Philadelphia
and Southern New Jersey



YOU HAVE THE
POWER TO
CREATE CHANGE



WE ARE ON A MISSION TO END POVERTY IN OUR REGION... JOIN US.

More than 705,000 individuals—including 222,000+ children—live in poverty in our region. Poverty determines a child’s access to quality educational experiences, healthcare, nutrition and even life expectancy. And 1 in every 2 children born into poverty will remain poor for a lifetime.

Together, we can change this. When you invest in the Impact Fund, you support a two-generation approach that builds youth success and stable individuals and families.

Join us. Give. Advocate. Volunteer.

Children succeed when their parents do. Break the cycle of poverty—support the Impact Fund. With your support:

Note: projected outcomes anticipated by 2030



90% OF CHILDREN WILL READ ON GRADE LEVEL
by the end of third grade.



50K YOUTH AGED 15–25 WILL RECONNECT TO SCHOOL OR WORK;
we will prevent 16K from falling off track.



300K INDIVIDUALS WILL OVERCOME POVERTY
and 300K more will be prevented from slipping into its cycle.

LEADERSHIP GIVING

Leadership donors, in particular, inspire others to join them in providing hope and opportunities to individuals in need and strengthening communities. We hope you will consider making a Leadership investment in United Way and join one of our Giving Societies, including:

- **Leadership:** An investment of \$1,000–\$4,999
- **Visionary Circle:** An investment of \$5,000–\$9,999
- **Tocqueville Society:** An investment of \$10,000 or more
- **Kind Society:** An investment of \$1,000 or more in our Impact Fund

To learn more about the benefits of our Giving Societies, please visit UnitedForImpact.org/leadership.

STEP-UP PROGRAMS

We are pleased to offer you the opportunity to make a larger investment in the community and reach a new level of giving over three years through one of the step-up programs listed below. You can make a commitment now to incrementally increase your annual gifts to United Way and be recognized at the full giving level from year one. The Cawthorn Visionary Circle and Haas Tocqueville Step-Up Programs have been generously endowed by Robert E. Cawthorn and John C. Haas, respectively. All gifts from Cawthorn and Haas are directed to United Way’s Impact Fund.

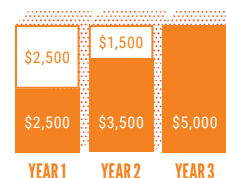
LEADERSHIP STEP-UP

● Your Gift



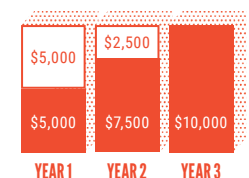
CAWTHORN VISIONARY CIRCLE STEP-UP

● Your Gift ○ Match



HAAS TOCQUEVILLE STEP-UP

● Your Gift ○ Match





MY INFORMATION

Your personal information is kept confidential. It is used to recognize your generosity and report your Impact.

EMPLOYEE ID # (IF APPLICABLE) _____

MR. / MRS. / MS. _____ FIRST NAME _____ M.I. _____ LAST NAME _____

HOME ADDRESS _____ APARTMENT NUMBER _____ CITY/TOWN _____

STATE _____ ZIP CODE _____ HOME TELEPHONE NUMBER _____ WORK TELEPHONE NUMBER _____ GENDER/M/F _____ BIRTH YEAR _____

EMPLOYER _____ WORK ZIP CODE _____

In order to keep administration costs low, gift confirmation letters and tax receipts will be sent via email.

Please provide your preferred email address.

PERSONAL EMAIL (PREFERRED) _____

WORK EMAIL _____

I have been a Loyal Contributor since: _____

Thank you for supporting United Way!

MY INVOLVEMENT

How would you like to engage with United Way?

- WOMEN UNITED**
Connect with women leaders.
- WOMEN'S LEADERSHIP INITIATIVE NEXT GENERATION (WING)**
Emerging leaders under age 35.
- BOARD TRAINING PROGRAM**
Connect with local organizations through board service.
- VOLUNTEER OPPORTUNITIES**
Share my time/skills to help others.
- PLANNED GIVING**
Plan a legacy gift to help future generations.

MY GIFT

I have selected the following payment method:

PAYROLL DEDUCTION I want to contribute the following **per pay period**:
 \$100 \$50 \$25 \$10 OTHER _____ X _____ pay periods

CREDIT CARD (mark one)
 VISA MASTERCARD DISCOVER AMEX
 CARD # _____ EXPIRATION DATE (MM/YY) _____ SECURITY CODE _____

PERSONAL CHECK (Attached—Checks payable to: United Way) **or** **CASH**

PLEASE BILL ME (\$24 minimum and home address required above)
 I will pay later via: **PERSONAL CHECK** (Checks payable to: United Way) **or** **CREDIT CARD**
 STOCK/SECURITIES TRANSFER **DONOR-ADVISED FUND DISTRIBUTION**
(Instructions for transmitting stock gifts and donor-advised funds are available online at UnitedForImpact.org/stock or by calling 800-417-8742.)

BE A LEADERSHIP DONOR!

A gift of \$1,000 or more makes you a Leadership donor. Please write your name here exactly as it should be listed in recognition publications; for joint gifts, you may include your spouse's/partner's name:

I would like to participate in one of the step-up programs:

- LEADERSHIP STEP-UP
- CAWTHORN VISIONARY CIRCLE STEP-UP
- HAAS TOCQUEVILLE STEP-UP

(Please see descriptions on left page and pledge appropriate amount for new/continued program participation.)

MY TOTAL ANNUAL GIFT = \$

PLEASE SIGN AND DATE

X _____
SIGNATURE DATE (MONTH/DAY/YEAR)

FIGHTING POVERTY IN LOCAL COMMUNITIES

I would like to support United Way's work to end poverty.

IMPACT FUND: A TWO-GENERATION APPROACH TO BREAKING THE CYCLE OF POVERTY IN OUR REGION. MY INVESTMENT AMOUNT: \$ _____

Impact Fund investments, initiatives and partners focus on strategies that are proven to break the cycle of intergenerational poverty in the areas of: **early learning, career pathways and pipelines, economic self-sufficiency, and community stability and advocacy.**

Learn more at UnitedForImpact.org/our-cause

IF YOU WOULD LIKE TO DIRECT PART OF YOUR GIFT TO ANOTHER UNITED WAY AND/OR A SPECIFIC NONPROFIT ORGANIZATION, SEE BACK. PLEASE MAKE A COPY OF THIS 2-SIDED FORM FOR YOUR RECORDS AND TURN IN THE ORIGINAL.

