



United Way
Elgin Middlesex

Are you ready to step up your impact with Leadership Giving?

When you become a Leader you join a growing movement of like-minded people dedicated to building solutions to local social issues that hurt our community, all while inspiring others to do the same.

Local change begins with your gift of \$1,200 or more. When you become a Leader you play a vital role in helping people build their best life. Your gift gives children and youth

access to quality after-school and community-based programs. Seniors are given access to social activities that reduce isolation and families can find affordable housing and basic needs support, and so much more!

Leaders across our community are changing local lives. When you give at the leadership level, you are improving lives locally.

What happens when you become a leader?

- Leadership giving fuels powerful programs that help local people build their best life
- It inspires others and changes lives
- Leadership giving starts at \$100 per month that's \$3 a day!
- There are considerable tax benefits for gifts at the Leadership level
- Leaders receive a personalized report each year outlining the impact of their support
- Leadership donors are recognized in the Leadership Honour Roll
- Many of our volunteers are Leadership donors too! You can join them and help us improve lives locally.



One Gift, Double the Impact

Designed and funded by local community leaders, the Leadership Challenge Grant inspires giving at a greater level. This visionary grant matches your new gift of \$1,200 or more, and doubles any increase in your returning Leadership gift.

Want to be a Leader but not able to give \$1,200 just yet?

Here's how:



GENNEXTLEVEL

TOMORROW'S LEADERS TODAY

You + United Way
\$600 + \$600
just \$1.65/day

You + United Way
\$900 + \$300
just \$2.46/day

You
\$1,200
just \$3.29/day



Become a **Leadership Giver** from year 1

The GenNextLevel program helps young professionals become Leaders. When you join GenNextLevel you commit to three years of investing with United Way, with your donation being topped up for the first two years.

In year three, when you give \$1,200 your donation will automatically be matched by our Leadership Challenge Grant, doubling your impact and providing \$2,400 to our community! Sign up today at: unitedwayem.ca/gennext/gennextlevel/ and we will automatically top up your donation when it is received.

When you join this visionary group of local Leaders you:

- Help break the cycle of domestic abuse by providing one year of intensive individual counselling for two children who have witnessed violence in their home at Women's Rural Resource Centre
- Provide four children with a safe place to play, be a part of a team, make friends and develop skills through a full-year membership at Boys & Girls Club
- Build support and resilience for 17 loved ones of individuals who are experiencing mental health challenges with a special peer group at Canadian Mental Health Association
- Give people access to affordable housing, financial literacy training or emergency shelter, helping them meet urgent basic needs & work toward long-term solutions



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For more information or to become a leader, please contact Heather Jackson at hjackson@unitedwayem.ca