

## United Way *Leadership Circle*

### General Info:

- Fastest growing area of the United Way campaign
- Opportunity for contributors to maximize their gift's impact in the community
- Increases commitment of the donor and paves the way for increased volunteer participation with United Way
- In 2010, leadership giving represented nearly **56%** of total individual donor contributions at United Way of Northeast Florida

### Leadership Circle Giving Levels:

- *Honor Roll* – based on income level
- *Silver Circle* -- \$1,000 – \$2,499
- *Gold Circle* -- \$2,500 – \$4,999
- *Platinum Circle* -- \$5,000 – \$9,999
- *Tocqueville Society* -- \$10,000 and above

### What a leadership investment can do:

- **\$1,000** provides Positive Parenting Workshops for 5 caregivers
- **\$2,500** provides counseling for 12 families to avoid foreclosure
- **\$5,000** provides mentoring, tutoring and counseling to keep five at-risk students from dropping out of school.
- **\$10,000** provides quality early learning for one full year

### Atlantic Circle and The Stein Matching Gift Program:

- Atlantic Circle, United Way's young professional's organization, is made up of individuals in their 20s, 30s, and 40s who contribute \$500 or more annually and are interested in professional and philanthropic growth. With an initial gift of \$500, the Atlantic Circle member becomes part of the Stein Matching Gift Program.
- The Stein Matching Gift Program encourages Atlantic Circle young professionals to incorporate philanthropy in their personal and professional lives through a four-year step up giving program
- An individual will make a first time gift of \$500, or increase their current gift to \$500, directed to United Way's Community Impact Fund or to the Education priority area. This gift will be matched, making the donor a member of United Way's Leadership Circle at the Silver level
- The second year, the young professional agrees to contribute \$650 and the Program matches \$350
- The third year, the young professional agrees to contribute \$825 and the Program matches \$175
- In the fourth year, the young professional agrees to personally contribute \$1,000

Young Professionals who would like to participate in this Matching Gift Program should indicate their interest in United Way's Atlantic Circle by marking the box on the pledge form or on eWay.

### United Way of Northeast Florida's Tocqueville Society and the Weaver Challenge

*Allows contributor to join the Tocqueville Society with an initial contribution of \$6,500*

- An individual who pledges \$6,500 in the first year will be matched by an additional \$3,500 in that person's name, making the donor a member of the Tocqueville Society
- The second year, the donor agrees to contribute \$7,500 and will receive a \$2500 match.
- The third year, the donor agrees to contribute \$8,500 and will be matched \$1,500.
- In the fourth year, the donor agrees to personally contribute \$10,000.