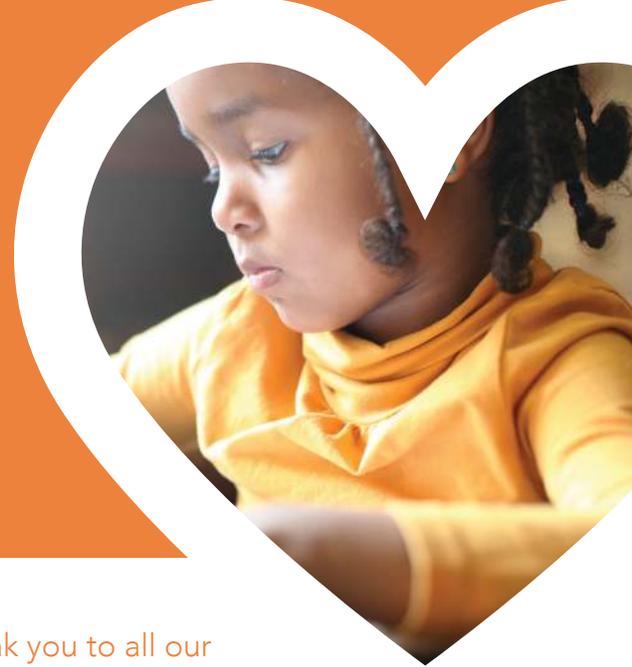


# Leadership Giving



539 Leaders of the Way\* donated over \$2 million. Thank you to all our Leaders of the Way for your generous support.

## Leadership Challenge Grant

This year, a generous leader in the community will provide a Leadership Challenge Grant to encourage Leadership level gifts.

### New Leadership Donors

By becoming a new Leadership donor, you increase the impact of your gift.

- Your first-time donation of \$1,200 or more to the United Way will be matched up to a maximum amount.
- Increase your gift to \$1,200 this year and the Leadership Challenge Grant will match your \$1,200 donation.

### Renewing Leadership Donors

If you are already a Leader of the Way and, this year, you add at least 10% to your gift, the Leadership Challenge Grant will provide a match up to a maximum amount.

For more information about the grant and Leadership giving, contact us at [leadership@unitedwaykfla.ca](mailto:leadership@unitedwaykfla.ca) or visit [www.unitedwaykfla.ca/leadershipgiving](http://www.unitedwaykfla.ca/leadershipgiving)

## Leadership Giving Levels

**Transformational:** \$100,000+

**Philanthropist Circle:** \$25,000 - \$99,999

**Platinum:** \$10,000 - \$24,999

**Gold:** \$5,000 - \$9,999

**Silver:** \$2,500 - \$4,999

**Bronze:** \$1,200 - \$2,499

**Friends of the Way:** \$500 - \$1,199

\* For a copy of the Leaders of the Way Honour Roll and our Annual Report visit [www.unitedwaykfla.ca](http://www.unitedwaykfla.ca)

“ We have always donated to the United Way KFL&A because we know that the funds are used right here in our community. During the pandemic, this commitment to the community has been especially important and United Way continues to be an effective leader in addressing the immediate local needs and in helping those that need it most. Our United Way needs the support of our community. Together we can help tackle the increased suffering caused by the pandemic by increasing our support. We decided to sponsor the Leadership Challenge Grant as a means to encourage others to show and increase their support so that we can help those suffering in our community. ”

- Anonymous donors, 2021 Leadership Challenge Grant

Local Love   
in action



**United Way**  
Kingston, Frontenac,  
Lennox and Addington