

# Leadership Giving



## 2022 Challenge Grants

### Leadership Challenge Grant

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

### Women United Leadership Challenge Grant

In addition to the Leadership Challenge Grant, a special Women United Challenge Grant will also be offered. Thanks to a generous donation from Jessica Bayne Hogan, new female Leadership donors can increase the impact of their gift.

### 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 Grants 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 Grants will provide a match up to a maximum amount.

### 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

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

Local Love in action ♥



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



“ 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, 2022 Leadership Challenge Grant**



**450** women donated at the leadership level in 2021 (women leaders give jointly or with a partner)



**635** Leaders donated nearly \$2.3 million. Together, their donations combined with matching funds raised 57% of the 2021 campaign total.

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

“ Over the past few years I have had the pleasure of co-chairing Women United and have been awed and inspired by the level of compassion, engagement and genuine interest of the women involved in asking how can we do better as a community to fill existing gaps and support all of those in our community. ”

- **Jessica Bayne Hogan, Women United Leadership Challenge Grant donor**

United Way of Kingston, Frontenac, Lennox and Addington

417 Bagot Street Kingston, ON K7K 3C1  
Tel: 613-542-2674 Fax: 613-542-1379

[www.unitedwaykfla.ca](http://www.unitedwaykfla.ca)



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