



# Leadership Giving



## 2024 Challenge Grants

### Leadership Challenge Grant

This year, the Britton Smith Foundation will generously provide a Leadership Challenge Grant and encourage Leadership level gifts.

### Women United 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 Judith Gould, new female Leadership donors can increase the impact of their gift.

### How the grants work:

#### 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/honourroll](http://www.unitedwaykfla.ca/honourroll)

**Stronger Together**



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

“ We know many within our community are struggling and hopefully this challenge grant encourages those of you who can, to give and support your friends, neighbours, colleagues and fellow community members. Brit always believed in helping others whenever there was a need, a belief he held strongly and instilled in his family members. As Honourary Patron of United Way KFL&A, he believed in the impact of your donations within our community. You have shown your generous nature, compassion and commitment to this community every year the Challenge Grant has been offered and I have the utmost confidence that we will once again rise to the occasion. ”

**- Jessica Bayne Hogan, on behalf of the Britton Smith Foundation,  
2024 Leadership Challenge Grant donor**

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“ I’m happy to be in a position to make a difference to people who really need it. By offering this Women United Challenge Grant, I hope other like-minded individuals in the community will step up and show their support if they can. Women United is such an inspiring group, working to understand the issues many are facing and working towards making our community a better place for all. I hope you will join me in those efforts and make a difference locally this year. ”

**- Judith Gould, 2024 Women United Leadership Challenge Grant donor**

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**474** women donated at the leadership level in 2023 (women leaders who give independently or jointly with a partner)



**655** Leaders of the Way donated nearly \$2.2 million in 2023

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)

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