As a community we have the unique opportunity to RAISE THE BAR!

**Amplify Your Impact** through an undesignated gift to United Way of Olmsted County with a match from the **Leadership Challenge Coalition**.

This challenge will provide a 1:1 match of any new gift of $500 or more or any increase in a Leadership gift ($500 a year or more), allowing you to create an even bigger impact in our community!

**For only $20.84 per pay period, your new gift to United Way of $500 becomes $1000, with the Leadership Challenge Match.**

**THERE ARE TWO EASY WAYS TO QUALIFY FOR THESE MATCHING FUNDS:**

1. **MAKE A NEW LEADERSHIP PLEDGE TO UNITED WAY OF OLMSTED COUNTY**
   A **Leadership pledge** is one that is $500 or more.

2. **STEP UP YOUR LEADERSHIP PLEDGE TO THE NEXT LEVEL**
   Your leadership increase will be matched.

<table>
<thead>
<tr>
<th>2020 GIFT</th>
<th>2021 GIFT</th>
<th>2021 INCREASE MATCHED</th>
<th>2021 DONOR MATCHED GIFT GRAND TOTAL</th>
<th>2021 DONOR RECOGNITION LEVEL</th>
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</thead>
<tbody>
<tr>
<td>$0</td>
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<td>$1000</td>
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<tr>
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<td>$500</td>
<td>$2000</td>
<td>GOLD</td>
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</tbody>
</table>

**TOGETHER WE WILL CREATE A THRIVING COMMUNITY!**

This Leadership Challenge Match is made possible by the generosity of a coalition of business and family partners Living United. Coalition members include: Coalition members include: Scheels, Think Mutual Bank, Knutson Construction, Ron Menaker and Linda Mansfield, Elaine Case and Bill Wiktor, The Kasten-Bible Family, and Anonymous.

The Leadership Challenge Match runs through Dec. 31st 2021. Matched funds will be utilized on a first come first serve basis, until exhausted. To learn more about how to amplify your gift and amplify your impact, contact Lakenj@uwolmsted.org.
LEADERSHIP RECOGNITION LEVELS

ALEXIS DE TOCQUEVILLE | $10,000+

$27.40 a day to help 27 people gain stable housing.

DIAMOND | $7,999-$9,999

$20.55 a day to ensure 93 seniors maintain independence.

EMERALD | $5,000-$7,499

$15.23 a day to help 14 people improve their health with a supportive peer.

PLATINUM | $3,000-$4,999

$8.22 a day to help 60 people with rent assistance avoid a housing crisis.

GOLD | $2,000-$2,999

$5.48 a day to provide 58 children with quality childcare.

SILVER | $1,000-$1,999

$2.75 a day to provide 152 households with free tax prep to boost financial stability.

BRONZE | $750-$999

$2.05 a day to provide 118 backpacks packed with supplies to read students for school.

BUILDER | $500-$749

$1.38 a day to provide 230 books to young children to enhance childhood literacy.

For more information about becoming a Leader in Giving, please visit: www.uwolmsted.org/leaders-giving

- DONATE NOW by visiting: www.uwolmsted.org/join-us
- TEXT: UWGive to 41444 and following the prompts
- OR SCAN THE QR CODE with the camera on your cell phone.