

GIVEUPWARD

THE PATH OF LEADERSHIP GIVING

Giving at a leadership level impacts lives
and inspires others to follow your example.



United Way of
Southwestern Pennsylvania

WHY UNITED WAY?

United Way of Southwestern Pennsylvania is driven to make positive change in our community and build sustainable solutions to problems facing our most vulnerable neighbors. We partner across our region to meet basic needs for individuals in crisis, move people toward financial stability and build for success in school and life for our children.

What makes United Way uniquely equipped to take on these imposing challenges is our ability to convene all the stakeholders in the community: corporate leaders, volunteers, philanthropic foundations, nonprofit agencies, and donors of all means.



Leadership Giving lifts our neighbors and lifts the lives of the community as a whole.

GIVING AT A LEADERSHIP LEVEL AND BEYOND

Our community is only as strong as those who lead the way. For decades, United Way has continued to provide a well-traveled philanthropic pathway for leaders to achieve the greatest impact possible as their ability to give increases. These are individuals who aspire to make their mark on our community and create opportunities for others to succeed and live in dignity. United Way Leadership Donors truly set the pace for our region.

Annual Leadership Giving Levels:*

Tocqueville Society

Ordre de Liberté	\$25,000+
Le Champion	\$15,000 - \$24,999
Membres de la Société	\$10,000 - \$14,999



Leadership Levels

Heinz Level	\$5,000 - \$9,999
Rooney Level	\$2,500 - \$4,999
Keystone Level	\$1,000 - \$2,499



**Annual pledges can be fulfilled over the course of one year, through payroll deduction, multiple payments or one-time donations.*

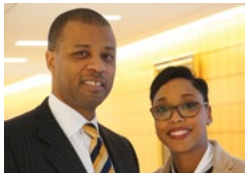
Leadership Giving puts you at the forefront of making a lasting impact in our community.

As you progress upward as a leadership donor, you will join the company of other philanthropic leaders, receiving exclusive access to events and an opportunity to impact the direction of United Way going forward.

TOCQUEVILLE SOCIETY

By virtue of their exceptional giving level, our most generous donors receive recognition in the Tocqueville Society. Tocqueville donors contribute \$10,000 or more annually and provide United Way the ability to invest in long-term innovative solutions to our community's most difficult issues.

The Tocqueville Society is comprised of some of our area's most influential business and civic leaders. They help set the agenda for our future and inspire so many others to follow their example of philanthropy and community involvement. As a Tocqueville Society donor, you'll receive access to exclusive social and volunteer events as well as an opportunity to serve on leadership committees.



Leadership Giving makes real, sustainable change possible.

WLC & BRIDGES SOCIETY

Individuals who give at any of the leadership or Tocqueville levels—or their spouses—are invited to join a United Way Donor Group. These prestigious groups bring together the philanthropic power of women and young professionals to make an enormous collective impact on our community.

Donor Group members also receive access to exclusive volunteering opportunities and networking events where they interact, socialize and forge meaningful relationships.

WOMEN'S LEADERSHIP COUNCIL

For more than two decades, the WLC has marshalled the giving power of women to positively impact the lives of financially struggling women and families in our region. With more than 2,200 members including corporate, nonprofit and academic leaders, small business owners and philanthropists, our WLC is the third largest in the nation—and growing every year.

BRIDGES SOCIETY

Founded in 2015, Bridges Society brings together young professionals dedicated to helping build the type of community where they want to live. This dynamic and diverse group of nearly 800 individuals participate in exclusive volunteer activities, develop leadership skills, and network with other like-minded professionals as well as C-suite business leaders.





“As I started my professional career, I knew I wanted to make a difference in my community, but I didn’t know where to start. United Way has given me the opportunity to have a positive impact through my donation of time and treasure, all while expanding my network through the Bridges Society. Now I feel totally invested in making change happen.”

—*Joe Parsons,
Ben Avon*



“In our family, we try to promote values and make decisions based on intentional priorities. I’m investing in building a stronger community by giving to United Way and being part of WLC. As our ability to give has increased, we want to prioritize making positive changes within the community. I am proud to set an example for my children and find ways to give back and hopefully make a difference.”

—*Denise Smalley,
North Hills*



“Problems facing our society are hardly new ones. But what is different is our ability to innovate new solutions using data and strategic discipline. That’s why I believe United Way is a smart, long-term investment in the future of our community. Our decisions today have long-range consequences, and it inspires me to be in the company of others who feel the same.”

—*Glenn Todd,
Cranberry Township*

Engagement volunteer opportunities let leadership donors see firsthand the impact they make.

PLANNED GIVING CREATES A LEGACY OF LEADERSHIP

United Way of Southwestern Pennsylvania provides opportunities for individuals and families to create an enduring impact on the future of the community they cherish.

In Your Will

You can designate United Way as a beneficiary of an amount, a specific asset, or a percentage of assets.

In Your Retirement Plan

You can make United Way a full or partial beneficiary of your retirement account.

As a Tax-Free IRA Rollover

A United Way Gift can count toward a donor's minimum annual distribution and may offer tax advantages.

As a Gift of Cash or Stock

A one-time donation can reduce tax liability, especially a gift of stock.

As an Insurance Policy Beneficiary

Naming United Way as a beneficiary can qualify your annual premium as a tax deduction.

United Way Life

An insurance policy that gives donors an easy and affordable way to create a legacy of change.

Please consult your wealth manager or tax professional before making your planned giving decisions. For more information on these or other options, please contact your United Way representative.



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To learn more about United Way's leadership levels
and donor groups visit UWSWPA.org/GetInvolved.



Since 2011, United Way of Southwestern Pennsylvania has earned a four-star rating from Charity Navigator, the nation's leading philanthropic evaluator. To review our Form 990 and other financial reports. Please visit uwsdpa.org/united-way-financials.