

YOUR LEADERSHIP IMPROVES LIVES

If you see yourself as we do – a passionate, committed, active leader in our community – we invite you to take your dedication to the next level as a member of one of our leadership societies.

If you feel passionate about helping those in need receive quality education, achieve financial stability, and gain access to health and wellness services, imagine how fulfilled you'll feel when you do even more to help United Way make a greater impact.

United Way understands you are each unique. That's why there are giving programs to match myriad levels of philanthropy. These levels provide donors with options to give and to volunteer, as well as encourage and inspire long-term giving.

When it comes down to it, we all need the same things: a sound education, enough money to support our families, and good health. But for so many in our region, these basic needs are out of reach.

Thousands of area children do not get the good start they need to be successful in school and life. Countless families are struggling with limited finances and living on the edge. Social isolation is a major public health concern and impacts more than a third of all older adults.

But dedicated community leaders, like United Way's Leadership givers, know that when we combine resources to address the problems that face our community, lives improve and we all win.

Donations from members of the Tocqueville Society, the Virginians Society, and the Capital Society account for more than 40 percent of our total resources. That means people in our community who are most in need are able to improve their lives thanks to your decision to give at the leadership level. We hope you will join us with your most generous gift today.

Together, we can do more than any of us can alone.

That's what it means to LIVE UNITED.



ALEXIS DE TOCQUEVILLE SOCIETY



GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.

CONNECT WITH US:



LEADERSHIP GIVING

United Way of Greater Richmond & Petersburg

Tocqueville Society

Virginians Society

Capital Society

For more information about the Leadership giving, please contact United Way at (804) 771-5826 or yourunitedway.org/leadership



United Way of Greater Richmond & Petersburg

United Way donors who make an annual gift of \$10,000 or more are honored with membership in the Tocqueville Society. The Society is an international network of leaders that fosters and recognizes exceptional levels of personal giving and community service.

The Tocqueville Society is specifically designed to make giving and engagement in the community more powerful for leadership donors. You combine your gift with that of other leading philanthropists to multiply its impact.

- **\$10,000** could provide six months of after-school services in a safe and nurturing environment to 12 children. Your support allows these children to participate in activities such as academic assistance, sports and recreation, character and leadership development, and art.

Benefits of Tocqueville Society Membership

- Regular communication to Tocqueville Society members with regard to how funds directed to United Way's Community Impact Agenda are being used to strengthen the community
- Recognition on United Way of Greater Richmond & Petersburg's website and in select print publications
- Invitations to Tocqueville Society events and exclusive United Way events
- Networking opportunities with other corporate and community leaders
- Opportunities to join other United Way leadership groups in community engagement
- A dedicated staff member available to answer questions and provide support

STEP-UP PROGRAM OF THE TOCQUEVILLE SOCIETY

New Members Only

Step-Up Program members make a commitment to increase their giving to United Way over a three-year period. This commitment enables you to enjoy Tocqueville Society membership and its benefits for three years while starting at a reduced giving level.

First-year gift	\$5,000–7,499
Second-year gift	\$7,500–9,999
Third-year gift	\$10,000+

The Virginians Society is made up of extraordinary leaders in the community who uphold the philanthropic tradition of the Commonwealth and share United Way's resolve to tackle our community's most pressing human service needs. These individuals invest \$5,000 or more annually and are a positive force for change.

- **\$5,000** may sponsor one year of participation in an exercise and wellness program for six older adults. Your support allows older adults to stay active and strong, which helps them maintain independence and remain in their homes as long as possible.



The Capital Society members, many of whom are rising leaders in the community, demonstrate great vision and determination to strengthen our region through contributions of \$1,000 or more annually.

- **\$1,000** could fund one week of emergency shelter and rapid-rehousing services for a single mother and her two children who are experiencing homelessness. Your support helps the family move into safe, permanent housing as quickly as possible, and provides supportive services to help them maintain their new housing.

Benefits of Membership in Virginians and Capital Societies

- Special recognition on United Way's website and in select print materials
- Special invitations to participate in exclusive United Way events
- Networking opportunities with corporate and community leaders
- Regular communication to help you gain a better understanding of the tremendous impact you are making in the community
- A dedicated staff member available to answer questions and provide support

COMMUNITY IMPACT

Since 1924, people like you have believed in United Way and given their money, time, and talents to help those most in need in our community. The approach to helping people has changed over the years, but our purpose has remained constant – **United Way exists to mobilize people, multiply investments, and maximize opportunities so people learn more, earn more, and lead safe and healthy lives.**

Today, your investment works in three essential focus areas aimed at achieving bold targets.

EDUCATION

GOAL:

For children and youth to succeed in school, work, and life.

BOLD TARGET:

To increase our region's on-time high school graduation rate from 87.1% to 92.5% by 2020.

INCOME

GOAL:

For individuals and families to have the resources, skills, and opportunities to obtain and maintain financial stability.

BOLD TARGET:

To help 25,000 households achieve greater financial stability by 2020.

HEALTH

GOAL:

For individuals to achieve and maintain health and wellness across their lifespan.

BOLD TARGET:

To eliminate isolation for 25,000 at-risk older adults and people with disabilities by 2020.