

2018-19 Campaign

YOU HAVE THE POWER TO CREATE CHANGE



WE ARE ON A MISSION TO END POVERTY IN OUR REGION...JOIN US.

More than 705,000 individuals—including 222,000+ children—live in poverty in our region. Poverty determines a child's access to quality educational experiences, healthcare, nutrition and even life expectancy. And 1 in every 2 children born into poverty will remain poor for a lifetime.

Together, we can change this. When you invest in the Impact Fund, you support a two-generation approach that builds youth success and stable individuals and families.

Join us. Give. Advocate. Volunteer.

Children succeed when their parents do. Break the cycle of poverty—support the Impact Fund. With your support:

Note: projected outcomes anticipated by 2030



90% OF CHILDREN WILL READ ON GRADE LEVEL

by the end of third grade.



50K YOUTH AGED 15-25 WILL RECONNECT TO SCHOOL OR WORK;

we will prevent 16K from falling off track.



300K INDIVIDUALS WILL OVERCOME POVERTY

and 300K more will be prevented from slipping into its cycle.

LEADERSHIP GIVING

Leadership donors, in particular, inspire others to join them in providing hope and opportunities to individuals in need and strengthening communities. We hope you will consider making a Leadership investment in United Way and join one of our Giving Societies, including:

- Leadership: An investment of \$1,000-\$4,999
- Visionary Circle: An investment of \$5,000-\$9,999
- Tocqueville Society: An investment of \$10,000 or more
- Kind Society: An investment of \$1,000 or more in our Impact Fund

To learn more about the benefits of our Giving Societies, please visit **UnitedForImpact.org/leadership**.

STEP-UP PROGRAMS

We are pleased to offer you the opportunity to make a larger investment in the community and reach a new level of giving over three years through one of the step-up programs listed below. You can make a commitment now to incrementally increase your annual gifts to United Way and be recognized at the full giving level from year one. The Cawthorn Visionary Circle and Haas Tocqueville Step-Up Programs have been generously endowed by Robert E. Cawthorn and John C. Haas, respectively. All gifts from Cawthorn and Haas are directed to United Way's Impact Fund.





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IMPACT FUND: A TWO-GENERATION APPROACH TO BREAKING THE CYCLE OF POVERTY IN OUR REGION. MY INVESTMENT AMOUNT: \$

Impact Fund investments, initiatives and partners focus on strategies that are proven to break the cycle of intergenerational poverty in the areas of: early learning, career pathways and pipelines, economic self-sufficiency, and community stability and advocacy.

Learn more at UnitedForImpact.org/our-cause

INVESTING IN OTHER ORGANIZATIONS

Please restate your name:

FIRST NAME		LAST NAME		
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FREQUENTLY ASKED QUESTIONS

WHY SHOULD I GIVE TO UNITED WAY'S IMPACT FUND?

- You join a movement of more than 100,000 donors who are committed to ending poverty in our region.
- You fund a strategic, holistic two-generation approach to breaking the cycle of poverty that focuses on supporting youth success and stable, self-reliant individuals and families in southeastern Pennsylvania and southern New Jersey.
- Our Impact partners undergo a rigorous, objective evaluation process and deliver measurable, lasting results that change lives and strengthen communities.

WILL I GET A RECEIPT FOR MY GIFT FOR TAX PURPOSES?

- For gifts paid for by cash, check or credit card, United Way will send you an email receipt no later than March 1 of the following year. Only total annual gifts of \$250+ will receive a receipt. To help us expedite processing, please be sure to include your preferred email address on the front of this pledge form.
- For gifts made by payroll deduction, IRS regulations do not require nonprofit organizations to send a tax receipt. To substantiate your gift for tax purposes, you will need a copy of this pledge form AND a pay stub, a W-2 Form or another employer-furnished document that sets forth the amount withheld for payment to United Way.
- For gifts of stock/securities, United Way will mail a tax receipt within 30 days of donation.

For additional information about tax substantiation, please visit *UnitedForImpact.org/tax*.

In accordance with IRS requirements, United Way acknowledges no goods or services were exchanged for your contribution. United Way does not consider your pledge to be a legally binding commitment.

United Way's most recent financial statement is available on our website at UnitedForImpact.org/financial.

Pennsylvania (Required language)—The official registration and financial information of United Way of Greater Philadelphia and Southern New Jersey may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 800-732-0999. Registration does not imply endorsement.

New Jersey (Required language)—Information filed with the Attorney General concerning this charitable solicitation and the percentage of contributions received by United Way of Greater Philadelphia and Southern New Jersey during the last reporting period that was dedicated to the charitable purpose may be obtained from the Attorney General of the State of New Jersey by calling 973-504-6215 and is available on the Internet at njconsumeraffairs.gov/charities. Registration with the Attorney General does not imply endorsement.

OUESTIONS?

Call 800-417-8742 or email: donorservices@uwgpsnj.org.Mailing address: UWGPSNJ Donor Services, 1709 Benjamin Franklin Parkway, Philadelphia, PA 19103.

IN ORDER TO KEEP UNITED WAY ADMINISTRATION COSTS LOW,

please remember to provide your preferred email address on this pledge form, as your gift confirmation and tax receipt will be sent via email.

PLEASE MAKE A COPY

of both sides of this pledge form for your records.

For more information about how your contribution makes a difference in the community, please visit *UnitedForImpact.org*.