



# NEXT GEN AMBASSADORS

Engage your associates in the power of positive impact.

One of the important milestones of a young professional's career is the ability to begin giving back to their community and impact the lives of others. It affirms their place among their peers and gives them pride in where they work.

## Why United Way?

While we all support individual causes and charities that are important to us, United Way of Southwestern Pennsylvania offers young professionals the most rewarding and comprehensive path to begin their philanthropic journey. Only United Way brings together all stakeholders of the community—businesses, donors, volunteers, and human-service agencies—to address the critical issues that face individuals and families across the entire region.

United Way has been a trusted partner for professional giving in our region for many decades. They rely on United Way to ensure their donation makes the greatest impact on lives in their local community.

## Becoming a Next Gen Ambassador

Young professionals in particular find career and personal satisfaction in supporting United Way. Studies show they prefer to work for companies that are committed giving back to the community. Through United Way, young professionals gain tremendous opportunities to network and volunteer alongside their peers in meaningful ways.

For as little as \$10 per month and one volunteer session a year, young professionals can be recognized as a Next Gen Ambassador—the first step to being part of the great tradition of philanthropic leadership in our region.





**A commitment of \$120 annual donation + Participating in one volunteer event**

**The Power to Impact Others**

- ✓ Provides food and shelter for six families in crisis.
- ✓ Connects six low-income workers to free tax prep so they can access refund for essentials like food, rent and transportation.
- ✓ Significantly increase on-time registration for entire kindergarten class

**The Benefits to You**

- ✓ Be recognized on United Way's website.
- ✓ Receive early-bird registration status for Next Gen events and volunteer activities.



**A commitment of \$240 annual donation + Participating in one volunteer event**

**The Power to Impact Others**

- ✓ Provides two nights of housing for five individuals who are without heat or shelter in cold weather.
- ✓ Connects 16 people in crisis to critical services through United Way's 211 helpline.
- ✓ Provide a low-income family with high-quality children's books to foster love of reading.

**The Benefits to You**

- ✓ All Silver Circle benefits, plus:
- ✓ Opportunity to participate in CONNECT U, an elite leadership program connecting participants with important community issues.
- ✓ Invitation to select Bridges Society events and access to mentorship program.
- ✓ Chance to be part of Next Gen Executive Committee.



This generation of young professionals is extremely attuned to societal inequities and empathetic to the needs of our most vulnerable neighbors. United Way of Southwestern Pennsylvania is proud to provide them with a platform to make a significant impact that fits their budget and life commitments.



United Way of Southwestern Pennsylvania

**THE PATH TO IMPACTFUL LEADERSHIP BEGINS HERE.**

For more information on United Way's Next Gen Ambassador giving levels, please contact [nextgen@unitedwayswpa.org](mailto:nextgen@unitedwayswpa.org).