



NEXT GEN AMBASSADORS

Engage emerging leaders 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 the community and impact the lives of others. United Way's Next Gen Ambassador program provides an engaging and structured way to make an impact.

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 in our region for many decades because donors rely on United Way to ensure that contributions make the greatest impact on lives in their local community.

Becoming a Next Gen Ambassador

Studies show that young professionals prefer to work for companies that are committed to giving back to the community. Through United Way, young professionals gain tremendous opportunities to network, volunteer and engage alongside their peers in meaningful ways.

For as little as \$10 per month and one engagement opportunity a year, young professionals can be recognized as Next Gen Ambassadors—the first step to being part of United Way's great tradition of philanthropic leadership in our region.





A commitment of \$120 annual donation + participating in one engagement opportunity

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 increases on-time registration for entire kindergarten class.

The Benefits to You

- ✓ Be recognized on United Way's website.
- ✓ Meet others who share your values and expand your network while giving back.



A commitment of \$240 annual donation + participating in one engagement opportunity

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.
- ✓ Provides 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, a leadership program connecting participants with important community issues.
- ✓ Invitation to select Bridges Society donor events.



Now more than ever, young professionals are attuned to social inequities and want to act to meet the needs of our most vulnerable neighbors. United Way of Southwestern Pennsylvania provides a platform to play an important role in transforming our region.



United Way of
Southwestern Pennsylvania

THE PATH TO MEANINGFUL LEADERSHIP BEGINS HERE.

For more information on United Way's Next Gen Ambassador giving levels, please contact nextgen@unitedwayswpa.org.