



# 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

## UNITED WAY AS YOUR PARTNER IN GIVING BACK.

Since 1927, generous individuals in our area have relied on United Way of Southwestern Pennsylvania as a philanthropic guide and partner in creating the greatest good. By giving to United Way, you uplift the neighborhoods where you live and work.

United Way earns your trust by identifying and investing in innovative solutions and organizing collaborative efforts so we can act rapidly and purposefully. We lead by listening, attuned to the needs of the community and informed by data, and invest to fortify our agency partners and change lives.

By uniting our vast and diverse community of donors, volunteers, companies and philanthropies, we maximize our collective impact. Our donors participate in grant application reviews, widening the circle of people who understand the needs of our region.



As a leadership donor, you demonstrate a true commitment to helping our neighbors, strengthening our community and setting a powerful example of how to give back and make a difference.

# LEADERSHIP DONORS STAND AT THE FOREFRONT OF LASTING CHANGE.

Our community is only as strong as those who lead the way. United Way has created a philanthropic pathway to inspire giving and ensure that your contributions make the greatest impact possible, especially as your ability to give increases. As a leadership donor, you make your mark on our community and create opportunities for others to succeed and live in dignity.

## 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



### Bridges Society 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.*

As you progress upward as a leadership donor, you will join with other philanthropic leaders, receiving special access to events and an opportunity to impact the direction of United Way's work.

## TOCQUEVILLE SOCIETY

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. Tocqueville Society is comprised of some of our area's most influential business and civic leaders. You'll help establish the agenda for our future and inspire others to follow your example of philanthropy and community involvement. Tocqueville Society donors receive access to special social and volunteer events and opportunities to serve on leadership committees.



## BRIDGES SOCIETY

When you give \$1,000 or more annually, you join fellow change-seekers who lead by example and inspire others to support United Way of Southwestern Pennsylvania in creating a thriving region. Members of this dynamic group come from diverse backgrounds and careers and offer their generosity, time and talent to create real, lasting change in the lives of local adults, children and families.



Bridges Society is the first step in your evolution as a philanthropist. You'll play a critical role in advancing United Way's investment priorities of meeting basic needs, moving to financial stability and building for success in school and life.

Our nearly 3,000 Bridges Society members

contribute more than \$5 million each year.

*As a Bridges Society member, you support our community impact work while volunteering, advocating for what you believe in, and building meaningful connections with other community-minded philanthropists.*

## WOMEN UNITED



As a Tocqueville or Bridges Society donor, you may also join Women United, one of the largest donor networks across the country. Our strong, and passionate members give, volunteer and network while supporting United Way's

investment priorities of meeting basic needs, moving to financial stability and building for success in school and life.

## What our Leadership Donors are saying:



“As Tocqueville donors, we understand the power of our financial support, but there is more that we can do. We can ask others to join with us and widen the network with an invitation to give to United Way.”

*–Marc and Tanya Williams,  
Tocqueville Society members*



“The overall level of organization, communication, and transparency across programs and leaderships has been very impressive.... Members of Bridges Society organically support each other and utilize their shared networks and expertise to continually shape and grow the organization's programs.”

*–Michael Iverson,  
Bridges Society Member*



“United Way and Women United spoke to me in such a tremendous way. Women need to support women, unconditionally. If I can help even just one person in this lifetime to be successful and happy without struggle, it is a success to me.”

*–Lee Intachai,  
Women United and Bridges Society member*

# 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 you 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.*

## Leadership has its benefits.

### When you give at a Bridges Society level, you will receive:

- Invitations to engagement, volunteer and social events that unite our community and show your contributions in action.
- Recognition on our website.
- Networking opportunities and receptions with business and civic leaders who share your philanthropic spirit.
- Access to United Way information and community impact through our e-newsletters.
- A personal United Way representative who can answer your questions throughout the year.
- Add-on membership in the Next Gen Ambassadors and Women United if applicable.

### When you give as a Tocqueville Society donor, your will receive all of the above benefits plus:

- Exclusive Updates: Be the first to know about new programs, research, events, special initiatives and community impact through the Tocqueville Spotlight publication and annual Advancing the Impact event with United Way's CEO.
- Invitations to additional VIP engagement, volunteer and social events.
- Recognition in our annual Leadership Log printed yearbook as one of our most dedicated supporters.



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](http://uwsdpa.org/united-way-financials).



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