



**United Way
of York County**

Why be a United Way of York County Leadership Giver?

- Each year, United Way is the only community-wide organization that addresses the human service issues that matter most in York County. All funded programs support the building blocks of a good life: education, income and health.
- The economy promises to test each one of us this year – and that means that we’ll be relying on you more this year than ever before. Every dollar that you donate will mean more to our community in the coming year than at any time in our history.
- Our United Way exercises a rigorous process to ensure that every dollar you contribute is used for well-administered programs and initiatives that truly enhance the lives of all of us.
- A committee of well-trained volunteers makes the grant decisions and holds those agencies accountable for the projects they undertake with United Way funding. In short, you can have confidence that your contribution is being used to make a difference in the communities you care about.
- In recent years, State and Federal funding of human service organizations has been reduced. That means unless United Way funding can be maintained or increased for some of these programs, services must be curtailed. You and others like you can ensure this won’t happen.
- Leadership giving is essential to making our overall goal. More than 6,000 of your neighbors here in York County contributed to United Way last year and \$324,000 of the \$1.6 million raised was as a result of Leadership Circle giving. That’s a full 20 percent of the campaign!
- Leadership gifts can’t be made by everyone. But for those who find it possible in their hearts and within their own family financial situation, we are asking that you consider United Way for a leadership gift of \$1000 or more this year.
- We aren’t asking for a lump sum. In fact the majority of our leadership givers simply arrange with their employers to use automated payroll deduction. A pledge of \$1000 would require just \$19.25 per pay period for those paid weekly or \$38.50 per pay period for those paid every two weeks.
- One hundred percent of your contribution can be counted toward deductible charitable contributions on your annual income tax return.
- This is not a separate leadership campaign. Your company will receive full credit for your contribution in its workplace campaign. Once you fill out your pledge card with a gift of \$1000 or better, you are automatically part of the United Way of York County Leadership Circle of Giving.
- Together, we can accomplish more than any single group can on its own.

Won’t you join with other leaders across York County in making a leadership level commitment to the United Way of York County?