

Leadership In The Community

Last year, 332 people gave gifts of \$1,200 or more through the United Way campaign. Those 332 gifts equated to a total of \$726,606. These gifts aren't from big corporations or millionaires. For the most part, these generous gifts are from people like you and me who have jobs and want to ensure we are doing our part to give back to those who need a hand up.

Giving makes us feel good, but there's another reason why we promote Leadership giving...

The Leadership Matching Challenge

The only thing that might be better than being a Leader yourself is to encourage other people to join you in being a Leader, which is the idea behind this challenge. A generous group of people and organizations have come together to encourage Leadership giving across Central Alberta.

We plan to continue the Leadership Matching Challenge for the fall 2016 campaign, because it's working. People are accepting the challenge which is supported by the results.

Last year 101 Leadership donors increased their gift (\$59,187) and 52 Leadership donations were new (\$98,848).

This means that the \$54,500 that was pledged to match all new or increased gifts was fully utilized!

A special thank you to Canadian Tire North, MNP LLP, Jack and Joan Donald, Warren Sinclair LLP and Drs. Alayne & Lawrence Farries for your sponsorship of this program last year, and for encouraging Leadership in our community.

Stay tuned for details of the 2016 Leadership Matching Challenge (sponsors are still being accepted).