



Leadership Giving matters.

Behind every United Way contribution is a very personal, very powerful commitment to addressing human care needs.

As a Leadership Giver, you set a standard of charitable giving in our community and, by example, motivate those who have the potential to increase their level of commitment.

We invite you to become a Leadership Giving donor and allow your benevolence to be a beacon for other donors to follow.

So many people will benefit from your generosity.



**Leaders possess
a passion for excellence ...
an ability to shape values ...
a clear, compelling vision
for the future ...**

Leadership Givers are business leaders and community champions who have demonstrated their commitment to a stronger community right here in the greater Mercer County area.

They believe their community is indeed worthy of significant personal investment.

Their gifts help community members of every age receive the assistance they need in order to achieve and maintain self-sufficient, productive lives.

Visit our website to find out how you can join:
Women's Leadership Council, Young Leaders United, New Business Development Council, Latino Vision Council, or Resource Investment Cabinet

www.uwgmcc.org

3131 Princeton Pike Building 4
Lawrenceville, NJ 08648
609.637.4902
www.uwgmcc.org



**United Way
of Greater Mercer County**

INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973.504.6215 AND IS AVAILABLE ON THE INTERNET AT [HTTP://WWW.STATE.NJ.US/LPS/CA/OCP/CHARITIES.HTM](http://WWW.STATE.NJ.US/LPS/CA/OCP/CHARITIES.HTM). REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

Create a legacy ... remember United Way in your will.

United Way Leadership Giving Society

what matters.™



United Way understands that you really want to **make a difference right here in Greater Mercer County.** We want to help you do that.



Become a Leadership Giver today.

How United Way Works

No single group can address the complex problems that matter most. That's why United Way works closely with neighborhood organizations and community leaders to:

- Identify and assess the needs of local communities.
- Find solutions to address those needs and generate necessary resources.
- Bring together nonprofit agencies, government, foundations and volunteers to implement solutions.
- Set goals and measure results every step of the way.

Your United Way investment— producing results through collaborations

Helping Children Succeed

All children and youth reach their fullest potential in a safe and nurturing environment

Funding Strategies

- Support high-quality, evidenced-based early care and educational programs
- Develop more tutoring and mentoring programs for children and youth
- Educate parents to be advocates for and to participate in their child's education

Advocacy Strategies

- Make the public aware of the economic impact of early care and education
- Increase access to affordable medical and dental care for children and families

Fostering Self-Sufficiency

Increased economic opportunity, stability, and self-sufficiency for indigent and low-income families and individuals

Funding Strategies

- Develop permanent supportive housing to reduce homelessness
- Support adequate shelter, food pantries, and behavioral health services
- Increase financial literacy among low-income and non-English-speaking families

Advocacy Strategies

- Explore how to address the lack of affordable housing in the county
- Work to expand affordable public transportation throughout the county

Caring for Seniors & People with Disabilities

All seniors and people with disabilities live and age in-place with dignity

Funding Strategies

- Increase mobility and access through improved transportation and in-home services
- Reduce isolation, depression, anxiety, substance abuse, and suicide by expanding case management, mental health, and substance abuse services

Advocacy Strategies

- Increase availability of legal services for seniors and people with disabilities
- Improve access to medical, nutritional, and dental care



United Way Funded Collaborations in Action (one example)

TRIO (Teaming Resources for Innovative Opportunities), a collaboration of 3 agencies, offers one-stop shopping for child care, parent training, counseling, summer day-camp, and emergency assistance.

Maria was a young single-mother of four who turned to TRIO for child care, emergency food, counseling, and case management. With her children safely in care, she was able to return to school, graduate, get a job, and obtain affordable housing for her family. Today, one child is a domestic violence counselor and another is a mortgage finance counselor. Without TRIO, Maria and her children would not be where they are today ... helping others to become healthy, safe, and stable.

Our Tocqueville Society and Leadership Giving Society provide special recognition to philanthropists and business leaders who – through their extraordinary gifts – share a strong commitment to helping community members in need.

The Tocqueville Society

is a national, philanthropic society honoring individuals throughout the country making gifts of \$10,000 or more to United Way. The Society derives its name from the French aristocrat of the 1800's who was inspired by the American spirit of philanthropy.

As a member, you will be invited to participate with other Society members on a national level in events, recognition, and networking.

Tocqueville Giving Levels

La Société Nationale	\$100,000 - or more
Ordre de Fraternité	\$ 75,000 - \$99,999
Ordre d' Egalité	\$ 50,000 - \$74,999
Ordre de Liberté	\$ 25,000 - \$49,999
Ordre de Consul	\$ 15,000 - \$24,999
Membre de la Société	\$ 10,000 - \$14,999

The Leadership Giving Society

was established to recognize individuals in the greater Mercer County area who make a substantial annual contribution of \$1000 or more to the United Way of Greater Mercer County campaign.

As a member, you are invited to join other leadership givers at our annual reception and will be recognized in our annual Leadership Giving Roster.

Annual Giving Levels

Platinum	\$7500 - \$9999
Gold	\$5000 - \$7499
Silver	\$2500 - \$4999
Bronze	\$1000 - \$2499