



**COMMUNITY  
BUILDER**



**UNITED WAY**  
**linc**  
LEAD IMPACT NETWORK CHANGE

# LEADERSHIP GIVING

**2019–2020**



**United Way  
of Central Ohio**



We invite you to join leadership donors just like you who have a great love for central Ohio and a vision for a better tomorrow. Like you, these leaders are committed to helping others by actively building a stronger community.

As community partners with the shared clear purpose of fighting poverty, we achieve far more than any one person or organization can achieve alone. We mobilize the caring power of all of us to become a powerful force for good.

#### **AS A LEADERSHIP DONOR, YOU WILL:**

- Become more informed to **lead** the way on community issues
- **Volunteer** to make an impact
- **Participate** in special educational opportunities
- Socialize and **network** with others in the community
- **Involve** your friends, family and colleagues in community service
- **Be recognized** for your generosity and dedication to central Ohio
- **Take pride** in knowing you're helping to build a more vibrant community

Thank you for your generous commitment to fighting poverty and building a better community for everyone.





We're here to connect you to helping others through leadership opportunities, volunteering and networking with other individuals who share your passion for helping people. When you give \$250 (LINC) or \$1,000 or more annually (individually or combined household) you qualify for membership in one or more of our giving groups.

Take a moment to explore the benefits of and options for joining forces with others, and getting involved in making central Ohio an even better place to live, work and play—for everyone.

## RECOGNITION LEVELS

### Alexis de Tocqueville Society

Individuals or households who give \$10,000 or more.

### Cinquefoil Fellowship

Individuals or households who give \$5,000–9,999.

### Community Builder

Individuals who give \$1,000 or more.

### Leaders Circle

Individuals who give at least 1–2% of their base income.

Leaders Circle Guidelines

Annual Base Income	% of Pay	Weekly Gift
up to \$29,999	1.0%	up to \$5.77
\$30,000–39,999	1.25%	\$7.21–9.62
\$40,000–49,999	1.5%	\$11.54–14.42
\$50,000–74,999	1.75%	\$16.83–25.24
\$75,000–99,999	2.0%	\$28.85–38.46
\$100,000–over	2.25%	\$43.27–plus

## AFFINITY GROUPS

### YLG (Young Leadership Group)

Individuals or households who are age 45 or under and give \$2,500 or more.

### Key Club

African American individuals or households who give \$1,000 or more.

**Key Club Premier** welcomes those who give \$2,500 or more.

### Pride United

LGBTQ/Ally individuals or households who give \$1,000 or more.

### WLC (Women's Leadership Council)

Donors who direct \$1,000 of their gift to the E<sup>3</sup> program to help women improve their financial security. First-time members must elect \$1,000 above their previous United Way gift.

### LINC (Lead. Impact. Network. Change.)

Individuals between age 22 and 30 who give \$250 or more to the Community Impact Fund.



# BECAUSE YOU WANT CENTRAL OHIO TO BE A GREAT PLACE FOR EVERYONE.

## Your leadership giving investment through United Way of Central Ohio's Community Impact Fund wields significant power.

The power to fight poverty by supporting a network of more than 80 nonprofit partners that create opportunity for people who need it most. With your help, we are prioritizing our work in these four critical areas:

	<b>Basic Needs</b>	Ensuring people in crisis get food, shelter and assistance.
	<b>Student Success</b>	Helping children succeed from cradle to career.
	<b>Good Jobs</b>	Teaching people the skills they need to get and keep a job.
	<b>Strong Neighborhoods</b>	Engaging residents, businesses and government in revitalization efforts.

As a leadership giver, you help us change community conditions that cause poverty to exist and persist—making a difference not just for today, but for tomorrow too.

## THANK YOU FOR JOINING THE FIGHT AND LEADING THE WAY.

# LOCAL LEADERS. STRATEGIC INVESTMENT. LASTING IMPACT.

The incredible generosity of our leadership donors helps United Way develop transformative approaches that bring people and organizations together to fight poverty. The energy, excitement and compassion of these supporters inspires others and gives hope to those who need it most.

Here are examples of how your United Way investment achieves results and creates change that lasts:



## **DONNA'S STORY**

Donna faced enormous challenges when she decided to raise her late sister's children in addition to her own. A single mom who had just launched her own catering business, she had unlimited determination and love but limited resources. With support from several United Way nonprofit partners, Donna was able to focus on providing consistency and care for her family. Today, her business is growing, and her children have the stability they need to succeed in school and life.



## **ALPHONSO'S STORY**

Alphonso couldn't imagine a future beyond the drugs and violence in his neighborhood. He was angry with everyone and everything, and was regularly suspended from school. His mom almost gave up on him. Then the Boys & Girls Clubs of Columbus, a United Way nonprofit partner, became his world. The support and respect he found there changed his attitude and his behavior. Today, he helps out at the Club, earns As and Bs, and wants to give back to his community.



## **BRAYLON'S STORY**

Jim and Molly have opened their hearts and home to numerous children. Four of their six kids have joined the family through adoption, including Braylon. At 16 months old, Braylon didn't make eye contact, pull up, crawl or speak. After three years of preschool at The Childhood League Center, a United Way nonprofit partner, he runs, plays with other kids and is starting to write his name. His parents have watched him thrive and grow, and are optimistic about his future.



## **APRIL'S STORY**

April is a survivor. She battled and overcame poverty, addiction and human trafficking. After years on the streets and multiple stints in jail, April went through recovery and enrolled in college. She wanted to "be a member of society, not a menace to society." But she was honest about her past, and no employers wanted to give her a chance—until she found Freedom à la Cart. Now employed at Freedom, she helps other survivors, offering opportunity and hope as they build new lives.

To read these full stories and learn how your gift makes a difference,  
go to [liveunitedcentralohio.org/unitedwewin](https://liveunitedcentralohio.org/unitedwewin).

# JOIN WITH OTHERS WHO CARE AS MUCH AS YOU DO

SOCIALIZE  
AND NETWORK

VOLUNTEER

MAKE A  
DIFFERENCE



YLG Steering Committee members attending the first Columbus Philanthropitch event awarded a \$7,500 United Way microgrant to support Equitas Health.



Tocqueville Society members gather regularly to learn and connect with likeminded community leaders. Pictured from left to right: Jack Kessler, Jennifer Massanova, Lou Von Thaer, and Charlotte Kessler.



Pride United's team of marchers at the 2019 Stonewall Columbus Pride Parade.



LINC members know how to combine fun with impact. They've collected approximately 2,100 books for pre-kindergarten programs.



WLC mentor Angela Lopez with E<sup>3</sup> mentee Jennifer Thompson.



Derek Kramer, Vice President and Chief Digital Officer at AEP, addresses guests at YLG's Innovation & Intrapreneurship speaker series.



Key Club members Jason Wells and Shadya Yazback at Key Club's annual celebration held at the Party Barn at the Wexner residence.

***Working with United Way is one of the best ways to guarantee your efforts toward community improvement are targeted for maximum impact. If you're not sure where or how to start, you need to connect with United Way.***

**Kwame Christian**  
LINC member

# LEARN ABOUT AND RESPOND TO OUR COMMUNITY'S ISSUES

*My motivation to give, volunteer and advocate is my belief that everyone deserves an equal opportunity to reach their ultimate potential.*

**Eve Ellinger,**  
Founding Member of  
Women's Leadership  
Council



Key Club member Ralph Smithers volunteering with other group members at the Hardy Center.



Tocqueville Society member Alex Shumate (left) with Ohio State athletic director Gene Smith at the "Reflections on Teamwork" event held at the Lincoln Theatre.



Left to right: Blair Underwood, Denise Robinson, Mia Cunningham, Tanisha Robinson, Alea Bradley, Ralph Smithers and Lisa Courtice at Key Club's annual recognition event.



YLG members at the 2018 Annual Celebration & South Side Bus Tour enjoyed a visit to the All People's Fresh Market, a program of Community Development for All People's Healthy Eating and Living Initiative.



Pride United hosted a very successful Drag United, a charitable drag show benefiting the Kaleidoscope Youth Center.



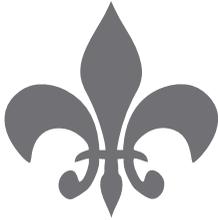
LINC members spent a Saturday preparing Moler Elementary for the return of students and teachers.



WLC mentors and E<sup>3</sup> graduates at the Cohort 19 E<sup>3</sup> Graduation.

# RECOGNITION LEVELS

Join forces with others in central ohio and make your selection(s) now.



## TOCQUEVILLE SOCIETY

Annual individual or combined household gift of \$10,000 or more

Tocqueville Society members are key investors using their philanthropy to help in creating a better future for our community.

Since 2006, dedicated Tocqueville members have given more than \$61 million to create lasting change through United Way.

### Fast Track

Become a Tocqueville Society member immediately while increasing your gift over time with incremental pledges.

1<sup>st</sup> year—\$5,000

2<sup>nd</sup> year—\$7,500

3<sup>rd</sup> year—\$10,000

## TOCQUEVILLE MEMBERSHIP LEVELS

### Tocqueville Premier

\$100,000+

### Ordre d’Egalite

\$50,000–\$99,999

### Tocqueville Vingt-Cinq

\$25,000–\$49,999

### L’Ordre du Coeur

\$15,000–\$24,999

### Alexis de Tocqueville

\$10,000–\$14,999



Tom Krouse, Peter Buffett and Jane Grote Abell.



## CINQUEFOIL FELLOWSHIP

Annual individual or combined household gift of \$5,000–\$9,999

As leaders in the community, Cinquefoil members enjoy access to volunteer experiences that are family friendly and offer insight into the needs of the community and into United Way's work.

We'll connect you to others who share your desire to lead the way in making a real difference.

## COMMUNITY BUILDER

### COMMUNITY BUILDER

Annual individual or combined household gift of \$1,000–\$4,999

Community Builders are individuals whose concern and compassion drive their philanthropy, bringing positive change to our community by ensuring everyone in central Ohio reaches their potential.

The investments of these loyal donors contribute to providing opportunities for hardworking families.



## YOUNG LEADERSHIP GROUP

Annual individual or combined household gift of \$2,500 or more

United Way's Young Leadership Group welcomes philanthropic-minded individuals age 45 or younger. Members come together to make a lasting impact in our community and develop their skills to become leaders for change.

### Fast Track

Become a YLG member immediately while increasing your gift over time with incremental pledges:

- 1<sup>st</sup> year—\$1,500
- 2<sup>nd</sup> year—\$2,000
- 3<sup>rd</sup> year—\$2,500



Dr. Rob Crane presents the 2018 Robert S. Crane Jr. Young Philanthropist Award to YLG Steering Committee Chair Emeritus Marketta Franklin-Thomas of AEP.

[facebook.com/unitedwayylg](https://facebook.com/unitedwayylg)

# AFFINITY GROUPS



## KEY CLUB

Annual individual or combined household gift of \$1,000 or more

Key Club members are leaders in philanthropic initiatives who work to promote balance and inclusion in our community. This African American giving group includes households who have contributed \$20 million to United Way of Central Ohio's work to fight poverty.

**Key Club Premier** welcomes those who give \$2,500 or more, and features a Fast Track option:

1<sup>st</sup> year—\$1,500; 2<sup>nd</sup> year—\$2,000; 3<sup>rd</sup> year—\$2,500



The 2019 Janet E. Jackson Leadership Award went to Denise Robinson (left), while Tanisha Robinson received the Emerging Leader Award.

[facebook.com/keyclubuwco](https://www.facebook.com/keyclubuwco)



## PRIDE UNITED

Annual individual or combined household gift of \$1,000 or more

Pride United members, both LGBTQ and allies, are committed to listening to all voices in central Ohio as we work to create a diverse and inclusive community.

As the first United Way LGBTQ group in the country, Pride United is part of a long history of “firsts” for United Way of Central Ohio in the LGBTQ community. Thanks to our donors, United Way has directed more than \$7 million to LGBTQ organizations in central Ohio since 1990.



Pride United member Duane McCoy (2nd to left) received the 2019 Impact Award for his service to the community.

[facebook.com/uwcopride](https://www.facebook.com/uwcopride)

# **WOMEN'S LEADERSHIP COUNCIL**

**Annual gift of \$1,000  
to support the E<sup>3</sup> Initiative**

Women's Leadership Council (WLC) members are passionate about improving financial stability for women and their families who struggle to meet basic needs.

A volunteer-driven group, WLC created the E<sup>3</sup> (Educate, Empower, Elevate) program to help low- to moderate-income women reach a new level of financial independence.

As a WLC member, you'll have the opportunity for hands-on involvement, including mentoring, and be part of a diverse group of energetic women coming together to implement much-needed change in the lives of women in central Ohio. In your first year of membership only, this gift must be in addition to your previous year's gift to United Way of Central Ohio. Members must maintain their E<sup>3</sup> investment to remain a WLC member.



WLC members Patty Tumen (left) and Jonica Armstrong (right) at the 2018 DSW Fashion Show.

[facebook.com/uwcowlc](https://www.facebook.com/uwcowlc)



## **LINC** (Lead. Impact. Network. Change.)

**Annual individual gift of \$250  
(about \$5/week) or more to United  
Way's Community Impact Fund**

LINC engages, educates and mobilizes early career professionals to fight poverty and help build a stronger, more vibrant Columbus.

Join LINC to connect with other young professionals and give back, develop your skills, expand your network and represent your workplace.



The LINC steering committee explored Jewish Family Services and met to discuss strategies about engaging young professionals with community needs.

[facebook.com/uwcolinc](https://www.facebook.com/uwcolinc)

[instagram.com/uwcolinc](https://www.instagram.com/uwcolinc)

[twitter.com/uwcolinc](https://www.twitter.com/uwcolinc)



## HOW TO JOIN

Whether you're donating through your workplace, individually or online, it's easy to join a leadership group:

- Indicate the desired group(s) on your pledge card or online pledge system; or
- Complete and submit a Leadership Giving pledge card; or
- Contact us at [leadershipgiving@uwcentralohio.org](mailto:leadershipgiving@uwcentralohio.org) or 614.241.3080.

## WAYS TO GIVE:

- Give through payroll deduction
- Give through pre-authorized payment by credit card or bank account
- Give a single donation by cash, check or credit card
- Make a one-time or recurring donation online at [fightpovertybus.org](http://fightpovertybus.org)
- Give stock donations or planned gifts. Contact us at 614.227.2764 or [Michael.Robinson@uwcentralohio.org](mailto:Michael.Robinson@uwcentralohio.org)



Learn more at [liveunitedcentralohio.org/how-you-can-help](http://liveunitedcentralohio.org/how-you-can-help)

# I WANT TO FIGHT POVERTY WITH A GIFT TODAY!



United Way  
of Central Ohio

- My/our gift is \$ \_\_\_\_\_
- Payment is enclosed
  - Please bill me at the address below
  - I will fulfill my pledge during my workplace campaign

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Personal Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Your Employer, if applicable: \_\_\_\_\_

- This is a combined household gift  
(please include name of Spouse/Partner below)

Name of Partner/Spouse: \_\_\_\_\_

Employer of Partner/Spouse: \_\_\_\_\_

Name(s): \_\_\_\_\_  
(As you would like it to appear on recognition materials)

- I wish to remain anonymous

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Please contact me to discuss:

- Fast Track options for increasing my gift to the next level
- Planned Giving
- United Way Life
- Other Payment Options

## Return your completed pledge form to:

United Way of Central Ohio, Leadership Giving,  
360 South Third Street, Columbus, Ohio 43215-5485

## Questions? Please contact

leadershipgiving@uwcentralohio.org | 614.241.3080

## LEADERSHIP GROUPS:

Please mark all that apply.

### RECOGNITION LEVELS

- Alexis de Tocqueville Society**  
Individuals or households who give \$10,000 or more\*
- Cinquefoil Fellowship**  
Individuals or households who give \$5,000-9,999\*
- Community Builder**  
Individuals or households who give \$1,000-4,999

### AFFINITY GROUPS

- YLG (Young Leadership Group)**  
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- LINC (Lead. Impact. Network. Change.)** Individuals who are age 22 to 30 and give \$250 (about \$5/week) or more to United Way's Community Impact Fund

\*Fast Track pledge plan available

# JOIN US.

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**Become a leadership donor today, and help us  
fight poverty for generations to come.**

**You'll learn about the needs in central Ohio, become part of  
the solutions, and meet others who are as dedicated as you.**



**COMMUNITY  
BUILDER**



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360 South Third Street  
Columbus, Ohio 43215-5485

**614.227.2700**   **fightpovertycbus.org**

10.2.19



**United Way  
of Central Ohio**