

Addressing today's needs. Reducing tomorrow's.SM

Double the impact

Lilly Endowment Inc. will generously match contributions to the 2009 campaign in a variety of categories. These matching contributions support United Way of Central Indiana's two priorities: sustaining vital human services, and helping kids enter school ready to learn and graduate ready to earn. United Way of Central Indiana focuses on our community's most pressing needs while reducing such needs for future generations.

<u>New Support</u>	<u>Matched up to</u>
First-time individual gifts, minimum of \$52	\$500,000
New employee campaigns and corporate gifts	\$200,000
 <u>Leadership Giving</u>	
New Tocqueville Society Gifts and Step-Up Program*	\$150,000
New Key Club gifts, minimum of \$1,500*	\$250,000
New Members of Emerging Leaders and Step-Up Program, donors under age 40*	\$100,000
 <u>Retention of Recent Gifts</u>	
Returned companies or individuals lapsed from the 2008 campaign.....	\$200,000
 <u>Increased Corporate Support</u>	
Increase of corporate gift made by August 31, 2009**	\$100,000

**If an existing donor, only the amount of the increase will be matched.*

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The Angela and Doug Braly Philanthropic Empowerment Match will match your contributions to United Way of Central Indiana in the following categories. This matching gift program is now in its second of three years.

<u>Tocqueville Society Step-Up Gifts</u>	<u>Matched up to</u>	
Donors who give at least \$5,000 to this year's campaign and agree to commit to the full \$10,000 next year	\$75,000	
 <u>Women United</u>		
Women donors who give at least \$1,250 to this year's campaign and agree to give \$2,500 to the 2010 campaign.		
 Women donors age 40 and under who give at least \$1,000, commit to increasing to \$1,500 in the 2010 campaign year, and give the full \$2,500 to the 2011 campaign.....		\$25,000

All matching dollars will be applied to the donor's personal gift. If the donor is eligible for a company match, that portion of the contribution is not eligible for the additional matches.

United Way of Central Indiana's Leadership Giving Levels	
<u>Recognition Level</u>	<u>Gift Requirement</u>
Emerging Leaders	\$1,000 and up
Diversity Leadership Circle	\$1,500 and up
Silver Key Club	\$1,500 - \$2,999
Women United	\$2,500 and up
Gold Key Club	\$3,000 - \$4,999
Platinum Key Club	\$5,000 - \$9,999
Tocqueville Society	\$10,000 and up