

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

Increase the Impact

These matching programs support United Way of Central Indiana's two priorities:

- Sustaining vital human services
- Helping kids enter school ready to learn and graduate ready to earn

	Lilly Endowment	Lechleiter	Braly
New Support			
First-time donors (minimum \$52)	✓		
New workplace campaigns and corporate gifts	✓		
First-time or increased individual non-workplace gifts	✓		
First-time or increased gift from physicians	✓		
Retention of Recent Gifts			
Returning companies from 2008 or 2009	✓		
Individual or corporate gifts that increase by at least 5%	✓		
Leadership Giving			
New Key Club gifts (min. \$1,500)	✓		
New Women United gifts			✓
New Women United step-up gifts			✓ (\$1,250; \$2,500)
Emerging Leaders step-up gifts	✓ (\$500; \$750; \$1,000)		✓ (\$500; \$1,000)
New Emerging Leaders - donors under 40	✓		✓
CEO Support			
New CEO support		✓	
Increased CEO support (min. 5% increase)		✓	
Tocqueville Society Giving			
First-time or increased Tocqueville Society Gifts	✓		
Tocqueville Society step-up	✓ (\$5,000; \$7,500; \$10,000)		
Former Tocqueville donors who retire and contribute at least \$5,000	✓		
Meridian Society Gifts			
New Meridian Society Gifts including 3-year step-up		✓ (\$15,000; \$20,000; \$25,000)	
Increased gift from current Meridian Society donors (min. 5% increase)		✓	

For a detailed explanation of these match categories, please see reverse side.

United Way of Central Indiana's Leadership Giving Levels

Recognition Level *	Gift Requirement
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
Meridian Society	\$25,000 and up

* Step-up gifts are fully recognized for applicable level

Lilly Endowment Inc. Match

Lilly Endowment Inc. generously matches campaign contributions in several categories.

<u>New Support</u>	<u>Matched up to</u>
First-time individual gifts, minimum of \$52	\$500,000
New employee campaigns and/or corporate gifts	\$200,000
First-time or increased individual non-workplace gifts*	\$50,000
First-time or increased gifts from physicians*	\$50,000

Leadership Giving

First-time, Increased and Step-Up (\$5,000 in 2010; \$7,500 in 2011; \$10,000 in 2012) Tocqueville Society Gifts*	\$100,000
New Key Club gifts, minimum of \$1,500*	\$250,000
New members of Emerging Leaders (under 40) including Step-Up Program* (\$500 in 2010; \$750 in 2011; \$1,000 in 2012).....	\$100,000
Former Tocqueville donors who retire and contribute at least \$5,000	\$50,000

Retention of Newer Existing Support

Continued campaigns from 2008 or 2009*	\$100,000
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Increased Support

Individual and corporate gifts that increase by at least 5%*	\$100,000
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**If an existing donor, only the amount of the increase will be matched.*

Angela and Doug Braly Philanthropic Match

The Angela and Doug Braly Philanthropic Empowerment Match generously match your contributions to United Way of Central Indiana to encourage giving among women & young leaders in the following categories. This matching gift program is now in its third of three years.

Emerging Leaders

New Emerging Leaders (under 40) Step-Up (\$500 in 2010, \$1,000 in 2011).....	\$50,000
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Women United

New Women United gifts of at least \$2,500

New Women United Step-Up gifts (\$1,250 in 2010, \$2,500 in 2011)	\$50,000
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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.

Sarah and John Lechleiter Match

The Sarah and John Lechleiter Challenge Match was announced in July 2009 as a \$1 million challenge to increase United Way campaign participation among local CEOs and Meridian Society Donors (those who give \$25,000 or more annually). The Lechleiters' generous gift matches contributions in several ways, up to \$250,000 each year, starting with the 2009 campaign.

CEO Gifts

- First-time gifts from local CEOs
- Increased CEO gifts*

Meridian Society Gifts

- New Meridian Society gifts of \$25,000 or more, as well as Step-Up gifts starting at \$15,000 with a commitment to increase to \$25,000 over the next two years
- Increased gifts from current Meridian Society donors*

**Increase must be at least 5% over the previous year's gift. Only the amount of the increase will be matched.*

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. Matching dollars will not be applied to any decreased gifts.