

20/20

DOUBLE YOUR IMPACT WITH UNITED WAY'S 2020 MATCHING FUND

DID YOU KNOW? 84% of donors say they are more likely to donate if a match is offered.¹
Matching programs have been proven to inspire others to give.

Make an even more robust return on your investment! Introducing United Way's matching fund.

Your investment will ultimately attract new donors, bring in more funds and help transform more lives. It's a unique way to add value your investment and double your impact.

HOW YOU CAN HELP

Be one of 20 community leaders to participate in our 2020 Matching Fund and create a pool of funds to inspire new and increased giving in our workplace campaign.

HOW THE 2020 MATCHING FUND WORKS

We have over 200 workplaces and 8,000 donors contributing to our cause in Greater Victoria.

When a new donor makes a gift in a workplace campaign, or an existing donor increases their donation by a minimum of 15%, their gift will be matched by the 2020 Matching Fund.

Our target is to raise an additional **\$200,000** by the end of our campaign, **March 31, 2020**. Your generous support can help us achieve our goal.



¹<https://doublethedonation.com/tips/matching-grant-resources/matching-gift-statistics/>



United Way
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DOUBLE YOUR IMPACT: THE MATH IS SIMPLE.

The impact of your gift of \$1,200:

- Provides 24 isolated seniors with a companion visit by a community volunteer or a doctor's appointment trip with an outreach driver. Your gift will attract another \$1,200 through the 2020 Matching Fund, meaning you can help 48 seniors

The impact of your gift of \$5,000:

- Provides 500 hot lunches for children at a community school OR a year of counselling for 2 youth
- Your gift will attract another \$5,000 through the 2020 Matching Fund, meaning you could provide 1,000 hot lunches OR help 4 youth

The impact of your gift of \$10,000:

- Provides 200 youth living on the streets find a safe place to stay OR provides 200 seniors with a healthy food hamper
- Your gift will attract another \$10,000 through the 2020 Matching Fund, meaning you could help 400 youth OR 400 seniors

The impact of your gift of \$25,000:

- Sends 70 youth with disabilities to summer camp with support aides OR funds harm reduction and education programs about opioid use to middle- and high-school students and their parents
- Your gift will attract another \$25,000 through the 2020 Matching Fund, meaning you could help 140 youth with disabilities OR reach even more parents and students throughout the CRD

To learn more about the United Way 2020 Matching Fund, please contact:
Darryl Els, Major Gifts Officer, United Way Greater Victoria at (250) 220-7365, darryl.els@uwgv.ca



Help us reach our vision and double the number of local vulnerable kids, youth, families and seniors we can help today!



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