



Unites  
Northwest Indiana

951 Eastport Centre Drive  
Valparaiso, IN 46383

219.464.3583  
info@unitedwaypc.org

## 2020-21 Donation Matching Opportunities

Thanks to a generous matching grant from the Lilly Foundation and Indiana United Ways Association, we have the opportunity to claim an additional \$161,000 on donations that meet the following criteria.

- New gifts of \$100 or more will be matched 1:1.
- Individuals who gave at least \$100 last year and increase this year's gift over that, the increased amount will be matched.
  - Example: If you normally give \$125 per year and give \$135 this year, the \$10 increase will be matched. Your total gift is \$145.
- Individual Leadership Giving: Individuals who increase their giving to \$1,000 or more, the entire amount will be matched.
  - Example: If you normally give \$800 per year and this year increase your gift to \$1,000, the WHOLE \$1,000 will be matched. Your total gift is \$2,000.
- Workplace: Match available for *new* campaigns at organizations that have not had one before or it has been 2 years or more since their last campaign. The ENTIRE donation total will be matched.
  - Example: Your organization has not hosted a United Way Campaign in a few years, but this year, you have 10 employees who participate at any giving level. Whatever total that they contribute, the whole amount will be matched, doubling their gift.
- Workplace: Match available for entire campaign amount, if an organization who increases their employee participation by 5% or more.
  - Example: Your organization regularly hosts a United Way campaign. Your organization has 50 employees, of which 25 employees contributed to United Way last year. If an additional 2 employees (5% of 25) or more participate THIS year, the WHOLE amount of what everyone contributes will be matched, doubling their gift.

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