

Recognizing that your time is valuable, the United Way of Greater Cleveland campaign comes to you only **one time** each year with **one request**. This is your opportunity to make a generous contribution that will help improve our entire community's quality of life.



**United Way of Greater Cleveland**

**Recommended Investment: Community-Wide Needs**  
The best way to help us improve our community.

The best, most comprehensive way to donate to achieve measurable results is to direct your gift to **Community-Wide Needs**, United Way's general fund. Why?

- ▶ **Donations are combined with those of others for greater effectiveness;**
- ▶ **An easy, convenient, one-step method** helps to improve our entire community's quality of life;
- ▶ **No minimum** contribution is required;
- ▶ **Your dollars are distributed as needed** to the strategic investment areas listed below;
- ▶ **Easy investment through payroll deduction;**
- ▶ **The money raised in Greater Cleveland stays in the community;**
- ▶ United Way's low overhead means more contributed dollars go directly to fund programs (see chart below);
- ▶ Local volunteer Investment Committees, consisting of community members, including experts in health and human services, **carefully review the needs of the community** and invest the funds to maximize impact;
- ▶ **Our network of health and human core services is strengthened;**
- ▶ Funded programs **support long-term, community-wide priorities;** and
- ▶ **Outcomes are measured** and programs are verified for their effectiveness.

**Strategic Investment Areas** You may choose to direct all or a portion of your gift to areas of special concern to you.

Many donors prefer United Way's convenient, one-step way to help others by directing their entire pledge to **Community-Wide Needs**, which supports a network of care and all of our strategic investment areas. Investment Committees comprised of trained volunteers provide oversight to the allocation process while ensuring that funded core services support the community-wide priorities. You also can direct your gift to **Strategic Investment Areas** when you want your gift to be added together with resources from others who share your goals and passion to strategically tackle some of our toughest issues. Whether you invest in **Community-Wide Needs** or in one or more Strategic Investment Area, you do so with the confidence that volunteer leaders in the business of health and human services are joining forces to maximize results to make the future brighter for all Greater Clevelanders.

**Self-sufficiency and basic needs**

- People at risk of homelessness and hunger
- Working families who are in poverty
- People who need legal aid
- Families in financial distress
- People formerly incarcerated

**Children and families**

- People with educational disadvantages
- Children and youths who need developmental opportunities
- Families who need help with child rearing

**Community health**

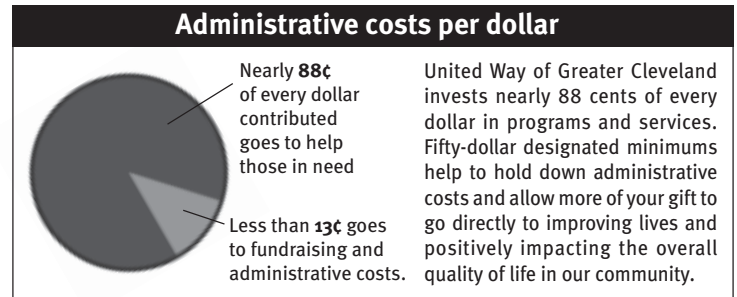
- People with physical disabilities
- People who are chronically or terminally ill

**Behavioral health**

- People at risk for or who have mental illness
- Families and individuals who have experienced violence and abuse
- People with or at risk for substance abuse

**Aging and special needs**

- Seniors and adults who need help remaining independent
- People who are disaster victims
- People who are refugees, immigrants and repatriated individuals



**Here's how others, like you, are giving in the Cleveland area.**

ANNUAL INCOME	SUGGESTED PER WEEK	ANNUAL INCOME	SUGGESTED PER WEEK	ANNUAL INCOME	SUGGESTED PER WEEK
\$10,000	\$ 2.00	\$22,000	\$ 7.40	\$50,000	\$ 21.60
12,000	2.65	24,000	8.35	56,000	26.87
14,000	3.60	26,000	9.30	62,000	33.42
16,000	4.60	30,000	11.65	70,000	39.30
18,000	5.50	36,000	14.50	80,000	45.50
20,000	6.45	42,000	17.35	90,000	53.20

Giving is always a voluntary decision. Thank you for investing in our caring community.

**Minimum pledge requirements:** There is no minimum pledge for contributions to Community-Wide Needs or investment areas. For other contribution options and requirements, please refer to the "Optional Section" on front of this pledge form. Stated minimum designation levels reduce operational costs. All contributions, regardless of amount, are accepted and greatly appreciated.

**Optional Areas of Investment** You may choose to direct a portion of your contribution to Community-Wide Needs and direct an additional portion as follows:

**Partner Agencies / Other United Way**

You also may direct all or a portion of your contribution toward one or more partner agency(ies) of United Way of Greater Cleveland, or to another United Way where you live and access services. The minimum directed pledge is \$50 and will be subject to a nominal processing fee. (Note: Designations to United Way's partner agencies will be paid separately from their annual allocation. Investment Committees will consider this separate revenue stream when determining allocations as a part of our total resource review process.)

**Other Northeast Ohio Health and Human Service Agencies**

If you would like to support one or more local 501(c)(3) health and human service agency(ies) located in and serving Northeast Ohio that are not affiliated with United Way of Greater Cleveland, you may do so by directing **up to half** of your annual contribution to such agency(ies). The balance of your pledge may be directed to support any other United Way option(s). All directed gifts, other than to **Community-Wide Needs** and Strategic Investment Areas, must be at least \$50. A pledge of \$100 is necessary to designate a \$50 gift to an agency not affiliated with United Way of Greater Cleveland. *Health and human service agencies in Northeast Ohio must maintain and verify their 501(c)(3) status and programs.*

**All designated agencies are required to comply with the USA Patriot Act and other counterterrorism laws. In the event that designations are directed to an agency not in compliance with these laws, United Way will attempt to contact you. If we cannot reach you, your gift will be directed to Community-Wide Needs**

**(NOTE: Not eligible to receive designations are capital campaigns, cultural, political, environmental, governmental, educational or religious organizations.)**

*Designation payments, less a nominal processing fee, are made quarterly based on collections. Your United Way has a fiduciary responsibility to respond to donor, agency and company questions regarding these payments. United Way of Greater Cleveland cannot review the financial or program viability of outside agencies whose programs are not monitored by our volunteers.*

Information provided to United Way is used only to record contributions and to communicate with donors. Information may be shared with agency(ies) to which designations are made for acknowledgement purposes. United Way of Greater Cleveland respects the privacy of its contributors and does not rent, trade or sell its information.

**Thank you** for investing in our community.