



**United Way**  
Lethbridge &  
South Western Alberta

# LEADER OF THE WAY

## You share the vision.

Locally, we are facing challenges that threaten our well-being. Wait-times for mental health services are too long. Too many children are living in poverty. As someone who cares about the community, you want to play a role in proactively turning this around and building communities full of opportunity for everyone.



*"United Way is an outstanding organization that supports many different organizations which focus on helping the less-fortunate. It is accountable for all funds received and makes sure it has a positive impact in our community."*

**- Brian Wichers - Owner,  
Lethbridge Caterers Ltd.**

*"United Way believes if we work together we can ensure individuals and families live healthy lifestyles and children have the tools they need to reach their full potential. This is what builds a strong community. I couldn't agree more, together, we can shape the future of our community and I don't think there is anything more important than taking an active role in that."*



**-Kristie Kruger, Realtor  
My Life Realty**

## You value teamwork.

United Way is connected to the challenges that need addressing. With you, we live and work across the communities we serve and we're determined to make them better! But, we need our most powerful asset: **Leadership donors like you.**

## You love results.

By working together—sharing our resources and our passion—we can set the stage for even bigger results: giving every person, family and local community the chance at a brighter future.

Programs funded by United Way help over 20,000 people each year to improve their lives. That's a result you can take pride in!



*"I've been a member of United Way's board of directors for a few years, and I've since learned more about what challenges we face as a community and the need for organizations that support the people and families directly. These are critical services that change people's lives. It's important that we, as a community, come together to make sure these services are available when people need them."*

**- Chad Zentner &  
Cornerstone Funeral Home Ltd.**

*"We love to support local charities, because since moving from Japan many years ago, we have been having a very happy and nice lifestyle in Canada and Lethbridge, so we like to show "Thanks" to our community!"*

**- Sonny & Kim Nakashima**



## You inspire others.

Your leadership inspires your partners, employees, business contacts, clients and friends to step up and join you in being part of the change that will lead to a brighter tomorrow for people in Lethbridge & South Western Alberta.

# Make your gift today that lasts a lifetime of impacting lives

Generous Leadership gifts (\$1,200 or more annually) fuel our work across the community. Your annual, ongoing commitment will help to ensure steady, sustainable funding available through United Way goes directly toward helping people—and changing lives—right where you live, work and raise your family across Lethbridge and South Western Alberta.

## Join us.

Lead the Way. The leadership level of giving comes with its own benefits:

- Personal **thank you**
- Tax receipt for your full donation and a **tax credit of \$550** when you file your 2017 return
- Your name and/or company **logo featured on United Way's website**
- Permission to **display United Way's logo** on your company website or marketing materials
- **Annual tour** with other Leaders of the Way to partner agencies to see the impact of your donation
- Standing invitation to **join United Way's Board of Directors or committees** when openings are available
- Standing invitation to **join United Way's allocations committee** to determine funding priorities
- Pride in knowing your support affects organizations that collectively **help 20,000+ babies, children, teens/youth, individuals, seniors and families each year**



*"Together is better. If we can work together to help our community serve the needs of our people, great things can happen. The focus of the United Way is to increase the availability of and access to resources for those in need. I feel privileged and look forward to being involved with supporting these efforts."*

**- Judy Schrempf, President,  
Financial Health Associates**  
Certified Financial Planner, Desjardins Financial Security Independent Network  
and Desjardins Financial Security Investments Inc.

**Confirm your support and become a Leader of the Way! Contact:**



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   **#WeArePossibility**