

# Adding More Fuel to the Fund

You can make your Community Fund gift go even further this year by taking one (or more!) of the challenges below. Get inspired to give some or all of your donation to the Community Fund and your gift can be matched by these generous companies and individuals.



## ESL Charitable Foundation Community Fund Challenge

Fire it up with the ESL Charitable Foundation Community Fund Challenge. Give to United Way's Community Fund today and the ESL Charitable Foundation will match all new or increased donations up to \$150,000.



## Five Star Bank Small Business Challenge

All new or increased donations from small and medium-sized businesses will be matched by Five Star Bank, dollar for dollar, up to \$100,000. Your gift will help local families overcome the challenges of poverty to build a stronger, more vibrant community for all.



LEADERSHIP GIVING

## Leadership Giving Challenge

All new or increased Community Fund donations from United Way leadership donors (\$1,000+ annual gift, \$500+ for Emerging Leaders) will be matched, dollar for dollar up to \$100,000, thanks to the generosity of John & Linda Van Heel.



TOCQUEVILLE SOCIETY  
UNITED WAY OF GREATER ROCHESTER

## Tocqueville Society Challenge

All new or increased Tocqueville Society gifts to the Community Fund will be matched, dollar for dollar up to \$50,000, thanks to the generosity of Jack & Donna DePeters and Jack McGowan & Kathy Muscato.



WOMEN'S LEADERSHIP  
COUNCIL  
UNITED WAY OF GREATER ROCHESTER

## Women's Leadership Council "Kick Up Your Heels" Challenge

Any new or increased donations from Women's Leadership Council members will be matched, up to \$55,000, thanks to the generosity of WLC Chair, Lauren Dixon, and Steering Committee members Mary Ellen Burris, Dorothy Coleman, Heather Goodbody, Susan Holliday, Karen Magnuson, Sandy Parker, Donna Shultz, Sharon Stiller, Lori Van Dusen and Mary Worboys-Turner.



## Isaac Heating & Air Conditioning Emerging Leaders Challenge

Calling all Emerging Leaders Society (EL) members and young leaders – Isaac Heating & Air Conditioning is helping you heat it up for Rochester. Any new or increased EL gifts to the Community Fund will be matched by Isaac Heating & Air Conditioning, up to \$15,000.



AFRICAN AMERICAN  
LEADERSHIP SOCIETY  
UNITED WAY OF GREATER ROCHESTER

## African American Leadership Society Challenge

Thanks to Stanley and April Purdie, co-chair of the African American Leadership Society—AALS (Howard Wilson Coles Society), all new or increased gifts from AALS members will be matched, dollar for dollar, up to \$5,000.



United Way  
of Greater Rochester

# FUEL THE FUND.