



# WHO WILL STEP UP FOR THOSE WHO CAN'T?

## 2018 LEADERSHIP CHALLENGE GRANT

**ConocoPhillips Alaska** will make an additional one-time donation of \$15,000 if new and renewing leadership donors collectively increase leadership giving by \$15,000 or more. When this goal is met, ConocoPhillips will present the special Challenge Grant to United Way of Anchorage.

### To meet this challenge, donors can qualify in one of two ways:

- 1. New donors giving \$1,000 or more.**  
*(Entire gift counted towards challenge grant.)*
- 2. Donors moving up at least one leadership giving level.**  
*(The amount of the increase is counted towards challenge grant.)*

#### Leadership Giving Levels:

\$ 1,000 – Bronze Leader	\$ 5,000 – Leadership Council
\$ 1,750 – Silver Leader	\$10,000 – Tocqueville Society
\$ 2,500 – Gold Leader	

Leadership giving in the United Way Campaign has become one of the most successful strategies to increase funding to create opportunities for a better life for all. ConocoPhillips would like to challenge individuals in the community with the capacity to give \$1,000 or more to step-up and give at this level.

Last year 886 donors gave \$1,000 or more to United Way of Anchorage, contributing over \$2.6 million. Based on local data, over 21,000 households have the capacity to give \$1,000 or more. The Leadership Challenge Grant is your incentive to step-up.

**UNITED WE FIGHT.  
UNITED WE WIN.**

LIVE UNITED

**ConocoPhillips**  
Alaska

**United Way**  
United Way of Anchorage