



UNITED WAY OF YORK COUNTY  
FIRST CAPITAL CLUB



United Way of York County



United Way of York County



UNITED WAY OF YORK COUNTY  
FIRST CAPITAL CLUB

## You Can Change Lives in York County!

**When you give, you are helping us drive real, measurable change in York County,** in the neighborhoods where we live, work and play. There have always been tough issues that United Way has helped the community overcome. There still are, and we are still here helping to solve them.

As a First Capital Club donor, your gift of \$1,000 or more creates real change for people who need it most. Your support is powerful because, combined with the gifts of others, your gift is invested in the work of achieving measurable results in York County.

### York County Impact



Through your investment in the United Way of York County Impact Fund, your gift will support a full range of programs that enrich people's lives throughout our community.



Thank you for your gift to United Way of York County! My name is Indya, and your donation changed the lives of myself and my son, Levi.

**Levi is autistic, so he sometimes needs a little extra support in the classroom.** Fortunately, he's enrolled in special education classes, which were the perfect fit. That is, until my long work hours kept me from being with him before and after school.

As a single mother I couldn't risk taking off from work, but I also wanted Levi to have the support he needed. **I reached out for help, and, thanks to you, I found it from a program funded by United Way of York County's Impact Fund.** They were able to provide childcare before and after school so that I could go to work knowing Levi was safe and cared for.

**Because you give, families like ours have access to support. Thank you for improving lives across York County.**

You can make  
**REAL CHANGE. RIGHT HERE.**




If you would like more information about Leadership Giving and the First Capital Club, please contact Alicia Bowman at 717-843-0957 X810 or [bowmana@unitedway-york.org](mailto:bowmana@unitedway-york.org).


# Bold Goal and a New Focus

## ASSIST 8,000 WORKING HOUSEHOLDS TO ACHIEVE FINANCIAL STABILITY

**29%** of York County residents make more than the federal poverty line, but still struggle to keep up with the increasing cost of living.

# 3-Year Transition Plan

 We envision a thriving York County where all households have easy access to comprehensive support on their path to financial stability. The next year will be spent doing research and development at a community level.

-  **Impact/Investments**  
Three year step down program in funding, to current partners with additional supporters to help fill funding gaps.  
**ALICE Summits**  
Convening all organizations that serve ALICE households and align efforts at a community level.  
**ALICE Survey/Focus Groups**  
Capture lived experiences as a valuable resource for the challenges households face.


# Why I Give

“Contributing to the United Way is an excellent opportunity to make a tangible difference within our community. This organization has consistently championed numerous initiatives and programs aimed at enhancing the well-being of individuals and families in need. As the United Way shifts its focus towards assisting working families who struggle to afford basic necessities, also known as ALICE, I firmly believe that, through my contributions and active involvement from various stakeholders, we can collectively drive a powerful and collaborative effort to maximize the impact of our support.”

-Kim Brister, Council Chair, WellSpan



# Impact Options

 You have a number of options to support the York community. As a First Capital Club member, your gift makes lasting change to our community.

## 1. Donate to the Impact Fund

This year, gifts to the Impact Fund will be invested in two ways: 80% of your Impact Fund gift will support the 34 Partner Agencies and 64 programs you supported in the past, and 20% will be used to support early investments in our new work. From hosting community summits and conducting focus groups to sending out surveys, this year is dedicated to research and development so United Way can best serve families struggling to make ends meet.


## 2. Direct Your Gift

United Way of York County has identified focus areas that impact the underlying challenges in our community. You may direct your gift to one or more of the Focus Areas:

- CHILDCARE SCHOLARSHIPS
- VOLUNTEER INCOME TAX ASSISTANCE (VITA)

## 3. Designate to a Non-Profit

Donors may also choose to designate to any non-profit 501(c)3 organization. Each designation must be a minimum of \$250 dollars.




 In addition to payroll deduction and direct bill, you can also make a gift of cash, appreciated stock, or through a donor advised fund. Contact Alicia Bowman at 717-843-0957 X810

# Step-Up Program

Many donors join First Capital Club as a step-up member. The step-up program provides an opportunity to gradually increase your giving over a 3-year period, while receiving recognition and benefits for all 3 years.



# Celebrate and Connect

-  Build connections with other leaders like YOU who value having a positive impact in our community.
-  Join us for the annual First Capital Club Reception Spring of 2024.
-  Inspire others to give: Your name will be listed as a First Capital Club Giver in United Way's materials recognizing our generous supporters.