



2011 CHALLENGE GRANTS

Challenge grants match your donations to make an even greater impact on our community in the strategic areas of Education, Income and Health.*



M&I, a part of BMO Financial Group Education Challenge Grant - \$100,000
The Education Challenge Grant matches new and increased gifts directed to United Way's **Education** focus area, helping children and youth achieve their potential.



Fiduciary Management, Inc. Income Challenge Grant - \$50,000
The Income Challenge Grant matches new and increased gifts directed to United Way's **Income** focus area, promoting financial stability and independence.



Milwaukee Health Care Partnership Community Health Centers Challenge Grant - \$1+ million Matches new and increased gifts directed to Community Health Centers. Sponsored by the following health care systems:



Ralph Evinrude Foundation Leadership Challenge Grant - \$50,000 ■■■
Matches new and increased leadership-level gifts of \$1,200 to \$9,999.

Linda T. and John A. Mellowes

Linda T. & John A. Mellowes Tocqueville Community Impact Challenge Grant - \$125,000 ■■■
Matches new and increased contributions from Tocqueville Society members (\$10,000+) directed to United Way of Greater Milwaukee and/or its three strategic focus areas: **Education, Income and Health**.

Asset Building Challenge (IDAs) - \$1 million ■
All gifts directed to United Way Individual Development Accounts (IDAs) are matched dollar for dollar by a federal grant to help people save for homes or postsecondary education.



Aurora Health Care Healthy Girls Challenge - \$25,000 ■
Matches new and increased contributions directed to United Way Healthy Girls Initiatives, focusing on reducing births to teens by 46% by 2015.



Caterpillar Public Sector and Union Giving Challenge Grant - \$25,000 ■■■
Matches new and increased gifts from Union and Public Sector employees.



Johnson Controls, Inc. Diversity Business Challenge Grant - \$25,000 ■■■
Matches all new and increased corporate gifts three-to-one from female- and minority-led businesses up to \$5,000 per company.

*Colored squares denote the impact area/s that are addressed through your gift. ■ Education ■ Income ■ Health