

LEVEL UP & LAUNCH '25-'26

MATCH PERIOD : HOW DOES IT WORK?

A staged matching model strengthens project sustainability, incentivizes fundraising efforts, and ensures that funded projects have the financial support needed for long-term success.

Initial Grant Disbursement – Upon the grant award, United Way of Lancaster County provides the full amount of the grant award upfront, giving the grantee immediate funding to launch their project.

Fundraising Phase (July 1 2025 - November 10 2025) – During the fundraising phase, grantees can raise funds up to the amount as their initial grant. This encourages them to engage community stakeholders, secure additional investors, and demonstrate broad-based support for their project.

Matching Funds Awarded – For every dollar raised (up to the grant amount), United Way of Lancaster County provides an additional dollar, effectively doubling the new funds secured.

3:1 Total Impact – If the Level Up & Launch grantee successfully raises the full match amount, the project budget reaches three times the original grant: the initial grant award + funds raised by the recipient + matching funds from United Way of Lancaster County.

For example, with a \$20,000 grant, the recipient receives the full amount upfront. If they then raise \$20,000 in outside funding, the grant-maker matches that with another \$20,000, resulting in a total project budget of \$60,000 (3:1 impact).