

Your Financial Affirmation is the *Heart of the Matter*



RED households generally are financially secure based on their income from working or, if retired, they may have significant income from pensions or income-producing assets. Red households typically have discretionary income, such as for trips abroad, that they are also able to direct to their favorite causes. Red pledges range from \$5,000 to \$8,000+ per year or \$400 to \$700+ per month.



MAGENTA is only slightly different from Red in that Magenta households have reasonably high household income. However, Magenta households may have kids in college or other obligations that reduce their discretionary spending. A Magenta pledge ranges from \$2,500 to \$5,000 per year or \$200 to \$399 per month.



PURPLE is a beautiful and mysterious color and comes in many hues, just like Purple households. Purple households may be retired and living on a fixed income or they may be working and have income that fluctuates from year to year. Purple households tend to live modestly and may be helping to support other members of their family. A Purple pledge ranges from \$750 to \$2,500 per year or \$60 to \$199 per month.



BLUE households are very important to the fabric of UUCWC but may not have a lot of discretionary income to spare. Blue households may represent a single parent family, a household where one member is unemployed, or those with limited total household income. Many Blue households are able to volunteer their time to UUCWC, but may need to limit their financial support based on their resources. Blue pledges range from \$50 to \$750 per year or \$5 to \$59 per month.

We are grateful for every commitment, and every gift.

