



# FAIR SHARE GIVING FROM THE HEART

Updated April 2021

How Much is My Fair Share?		Current Pledges (2020-21)	2021-22 Goal
<p>Fair share pledging means giving generously according to our commitment and our means.</p> <p><b>We are grateful for every commitment and every gift.</b></p>		<p><b>\$628,448</b> pledged from <b>353</b> pledging units <i>(Current average pledge is \$1,800)</i></p>	<p>We need to increase our total giving by <b>15%</b> to have a budget that reflects our UU values.</p> <p><b>Are you able to help offset those who are financially stressed this year?</b></p>
 <b>RED</b>	<p>If you have a job that pays well, retired with a good pension, or income-producing assets, you may think of yourself as red. Red contributors have discretionary income. The pandemic may not have disrupted your income.</p> <p><i>Red-hued members pledge from <b>\$4,000 to \$12,000</b> per person for our current year.</i></p>	<p><b>37</b> Red Pledge Units currently pledge <b>\$4,092 to \$13,200</b></p>	<p>We encourage at least 7 more members to join those who make the largest gifts.</p> <p><b><i>If you are already in Red, maybe you can increase by just \$40/month to help us reach our goal!</i></b></p>
 <b>MAGENTA</b>	<p>Magenta is like red — only a little bluer! Magenta means you generally have enough money to meet your needs. You might have kids in college or other obligations that reduce your discretionary spending but are able to support our community with a larger pledge.</p> <p><i>Magenta-hued members pledge <b>\$3,000 to \$4,000</b> per person for our current year.</i></p>	<p><b>24</b> Magenta Pledge Units currently pledge <b>\$3,036 to \$4,000</b></p>	<p>We hope some Magenta givers will be able to make double digit percentage increases from 10% on up. Double your pledge and join Red!</p> <p><b><i>(An average of \$83/month increase would move you up to Red!)</i></b></p>
 <b>PURPLE</b>	<p>Purple is a beautiful and mysterious color. Purple donors may be living on a fixed income. You may have income that's up one year and down the next or suffered COVID losses. You may live modestly. You may be helping other members of your family.</p> <p><i>Purple-hued individuals generally pledge <b>\$1,000 to \$3,000</b> per person for our current year.</i></p>	<p><b>139</b> Purple Pledge Units currently pledge <b>\$1,000 to \$3,000</b></p>	<p>Many of us are struggling this year, but if you can stretch to a larger gift, thank you! If you have experienced income insecurity during this difficult time, we understand and are grateful for any contributions you are able to make.</p> <p><b><i>(An average of \$83/month increase would move you up to Magenta!)</i></b></p>
 <b>BLUE</b>	<p>Generally, Blue does not have a lot of money to spare. Blue may be paying off loans or living on a very modest income. Blue is a very important part of this community.</p> <p><i>Blue pledges <b>\$50 to \$990</b> per person for our current year.</i></p>	<p><b>153</b> Blue Pledge Units currently pledge <b>\$50 to \$990</b></p>	<p>We hope you can sustain, or make a larger or first gift. We understand times are tough. We are so grateful for what everyone gives and brings to our community.</p> <p><b><i>(An average of \$40/month increase would move you up to Purple!)</i></b></p>