



UNITED WAY
DeKalb County

*Power
of the
Purse*

POWER OF THE PURSE

Celebrating 20 Years of Impact

WHAT IS POWER OF THE PURSE?

Power of the Purse is United Way of DeKalb County's signature fundraising event – and in 2026 we proudly celebrate our **20th year** of bringing our community together for an afternoon of fun, generosity, and meaningful impact.

For two decades, this event has raised critical funds for programs that support children, families, and our community – all through the generosity of donated purses and community support.

REQUESTING A PURSE DONATION

Your donated purse will be featured in our Power of the Purse raffle, helping us raise funds for local programs that strengthen our community. Will you help us reach our goal of **75 donated purses**?

Each purse package should have a minimum value of **\$250** and is typically a themed, “packed” purse filled with fun, creative items such as:

- ✓ **Boutique or designer purses**
- ✓ **Beauty or spa items**
- ✓ **Gift Cards**
- ✓ **Jewelry, accessories, or experiences**
- ✓ **Wine, snacks, or specialty treats**

2025 IMPACT

Supporting Early Learning in DeKalb County

Our largest event to date!

- 375 attendees
- 62 donated purses
- \$24,888 in sponsorships
- \$45,305 raised in total

Proceeds supported:

- ✓ Early childhood education
- ✓ Kindergarten readiness
- ✓ Literacy Programs

2024 IMPACT

Supporting Dolly Parton's Imagination Library

Helped provide free, high-quality books to children in DeKalb County.

- 308 attendees
- 67 donated purses
- \$43,994 raised in total

Proceeds supported:

- ✓ Early literacy
- ✓ Family engagement
- ✓ A lifelong love of reading



DROP-OFF LOCATION:

United Way of DeKalb County
950 W 15th Street
Auburn, IN 46706



DROP-OFF DEADLINES:

Early Bird Deadline: **February 6, 2026**

→ **Chance to win a free ticket!**

Final deadline: **April 3, 2026**



QUESTIONS?

Contact: Kirby Cool
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THANK YOU FOR SUPPORTING POWER OF THE PURSE!
UNITED IS THE WAY WE CARRY CHANGE.