

Leadership  
that lifts us all.



United Way of  
Southwestern Pennsylvania



TOCQUEVILLE



# The Tocqueville Society

The Tocqueville Society is a powerful group of philanthropic leaders who invest \$10,000 or more annually in United Way of Southwestern Pennsylvania. Five hundred influential business and civic leaders are part of the Tocqueville Society, and have invested nearly \$10 million in United Way's work in our community — in the last year — forever improving the lives of thousands of people. The Tocqueville Society raises the bar for philanthropy and humanitarian service and inspires generosity in others.



Tocqueville Society members and their families gathered together at the Women's Center and Shelter to enjoy arts and crafts and to dine alongside the women and children of the shelter.

## Leadership that brings opportunity.

Tocqueville Society is a community of leaders who are making great change here in Southwestern Pennsylvania. As they create opportunity for those in need, they also enjoy benefits. Tocqueville Society leaders:

- Forge relationships with like-minded, influential community leaders
- Participate in the work of United Way with other Tocqueville donors, experiencing the impact of your gift firsthand
- Evaluate agency proposals and make funding recommendations as a member of an Impact Fund review committee
- Receive special invitations and access to exclusive social events
- Participate in meaningful volunteer events designed specifically for Tocqueville Society and their families
- Are recognized in United Way's publications and media outlets

# Leadership that achieves lasting change.

Tocqueville members help us create sustainable solutions — not temporary fixes — to our community's most urgent issues. The need is great:

- Last year, nearly 80,000 people reached out for help to PA 2-1-1 Southwest in our community
- 1 out of 5 children in our community are living in families that are struggling financially
- 78% of seniors living at home rely on family and friends as their only source of support
- 6 out of 10 people with a disability graduate high school without a plan for the future

Together, with help from United Way's Tocqueville Society, we are seeing great results. Last year:

- Over 10,000 hard working, low-income families received over \$16.1 million in income tax refunds as a result of our free tax prep program.
- Over 104,500 children were served through our United for Children initiatives, to ensure they receive a good education and lead successful, healthy lives.
- Over 9,000 seniors received assistance from Open Your Heart to a Senior volunteers so they could remain safe in their own homes as a result of United for Seniors.
- Over 500 people with disabilities were connected to employment and housing opportunities in the past year.



## CHILDREN & YOUTH

\$10,000 will provide 2,000 literacy kits to early childhood classrooms to encourage reading and creativity.



## STRUGGLING FAMILIES

\$10,000 will provide 67 women with one month of transportation assistance to move toward self-sufficiency during her stay in a shelter.



## PEOPLE WITH DISABILITIES

\$10,000 provides one year of in-home support for 29 people with mental health challenges so they can avoid homelessness or living in an institution.



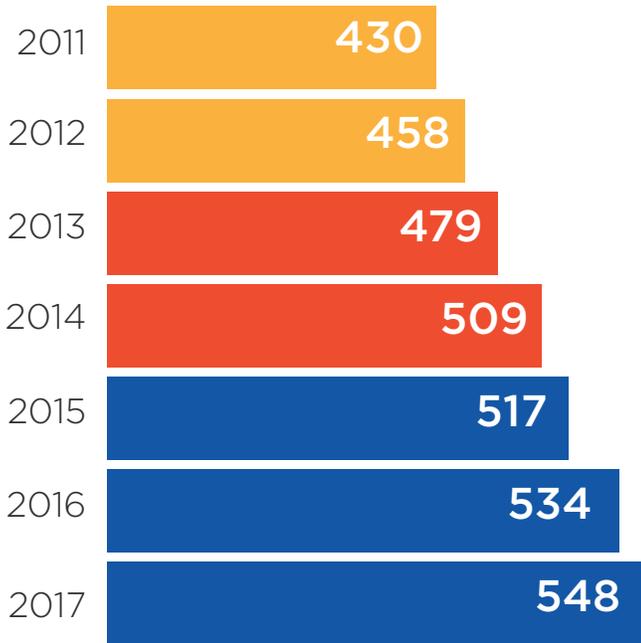
## SENIORS

\$10,000 provides 1,667 seniors with monitoring for a year that catches health changes before the older adult needs to go to a hospital.

# Tocqueville Society Growth 2011-2017

Two strong Tocqueville Societies are coming together to make a bigger impact.

Every New Tocqueville Society member helps us address the needs of more people in our community.



## Leadership that steps up to the opportunity.

United Way offers a special giving option to allow community leaders to “step up” to the Tocqueville Society level of giving over a period of three or five years. Make a commitment now to incrementally increase your annual United Way gift, building to a full \$10,000, and you will be recognized as part of the Tocqueville Society from year one, with full access to all Tocqueville Society benefits.

### TWO CONVENIENT PLANS

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>3 Year Plan</b>	\$5,000	\$7,500	\$10,000		
<b>5 Year Plan</b>	\$5,000	\$6,000	\$7,500	\$9,000	\$10,000

“Our favorite part of being involved with the Tocqueville Society is volunteering at the various activities throughout the year and helping local people in need. We are making a difference in someone’s life, even if it’s only in a small way... It feels good to give to a cause you care deeply about. Consider giving your time, talents and treasure to United Way, where your time will be well spent, your talents will be utilized, and your treasure will make the biggest impact.”

Dmitri & Ann Shiry



# Why become a part of the Tocqueville Society?

“If you are looking for a way to feel a greater sense of community and personal connection through your charitable giving, there is no organization that can make you feel more connected than the Tocqueville Society.”

- **BJ Blöse, KPMG**

“Now that we have a family of our own, our passion and commitment to supporting the community around us have only grown deeper... “We want to nurture a perspective for our children that is outward-looking, thoughtful and selfless.”

- **Lindsay Macken**

“People may not realize how much United Way touches our community and addresses its needs in so many different ways... If a lot of people give, even a little, it makes a huge difference.”

- **Jay Mastilak, Wells Fargo Advisors**

“There are so many ways to get involved. We wish others knew about the breadth of involvement that United Way has in our community.”

- **Todd Izzo, Deloitte**

“Tocqueville Society allows an individual to liaise with like-minded individuals in our region who share the same commitment and passion for giving back to the community that we call home.”

- **Mike Denove, EY**

“Being a member of United Way’s Tocqueville Society is a great way to meet people no matter your age, find out what’s going on outside of your world, and see how you can utilize your experience in helping the community.”

-**Bibiana Boerio, Community Volunteer**

## **WILL YOU JOIN THE LEADERS WHO ARE CHANGING LIVES FOR PEOPLE IN NEED IN OUR COMMUNITY?**

To get involved, enroll or learn more, contact Christie Zenkovich at 412-456-6753 or [Christie.Zenkovich@unitedwayswpa.org](mailto:Christie.Zenkovich@unitedwayswpa.org) in Allegheny County. In Westmoreland County, contact Alyssa Cholodofsky at 724-834-7170 or [Alyssa.Cholodofsky@unitedwayswpa.org](mailto:Alyssa.Cholodofsky@unitedwayswpa.org).



United Way of  
Southwestern Pennsylvania



United Way of Southwestern Pennsylvania serves Allegheny, Butler, Westmoreland,  
Fayette & Southern Armstrong Counties