



*“I have seen Americans making great and sincere sacrifices for the key common good and a hundred times I have noticed that, when needs be, they almost always gave each other faithful support.”*

**-Alexis de Tocqueville**

YOUTH SUCCESS | ECONOMIC MOBILITY | ACCESS TO HEALTH | BASIC NEEDS

**REAL IMPACT. REAL ACTION. REAL RESULTS. LIVE UNITED.**



**UNITED WAY**  
**TOCQUEVILLE SOCIETY**



United Way of Central and  
Northeastern Connecticut

# UNITED WAY TOCQUEVILLE SOCIETY

Tocqueville Society members are philanthropic leaders who, through generous gifts of treasure, demonstrate their commitment to tackling our community's most pressing problems to create sustainable change. The Society is named after the 19th century French political thinker and historian Alexis de Tocqueville who, in his writings, recognized the importance of voluntary action on behalf of the common good. The Society is dedicated to developing a stronger sense of community and connection among local philanthropists through engagement opportunities that grow awareness of issues and solutions affecting the well-being of children and families in our community and networking with like-minded individuals.

Members of our local Tocqueville Society automatically become members of United Way Worldwide's Tocqueville United, which is comprised of philanthropic leaders from throughout the United Way network, including not only the United States but also the world.

## MEMBERSHIP CRITERIA:

Tocqueville Society membership is open to individuals or couples who donate \$10,000 or more annually through the United Way Campaign.

## MEMBERSHIP RECOGNITION AND BENEFITS:

- ❖ Access to, and networking with, influential local business and community leaders
- ❖ Invitations to exclusive events throughout the year
- ❖ Monthly opportunity to engage with Tocqueville United members nationally via the Tocqueville United Signature Series
- ❖ Opportunity to witness and experience United Way's work first-hand
- ❖ Priority access to United Way of Central and Northeastern Connecticut events
- ❖ Receipt of quarterly Tocqueville e-newsletter
- ❖ Premier listing in United Way Annual Report and Leadership Investors Roster

For more information about United Way of Central and Northeastern Connecticut's Tocqueville Society, please contact Kim Reeves at [kreeves@unitedwayinc.org](mailto:kreeves@unitedwayinc.org) or (860) 493-6882.



United Way of Central and  
Northeastern Connecticut

## WHY UNITED WAY?

Even before the pandemic, despite working hard, 35 percent of households in central and northeastern Connecticut were living below the ALICE Household Survival Budget, meaning they were struggling to make ends meet and afford the basics.\*

COVID-19 has brought unprecedented human and economic loss. More families are facing challenging circumstances now than ever before:

- ❖ People are struggling with food insecurity, many for the first time
- ❖ Individuals are facing job reductions or loss
- ❖ Parents are experiencing childcare and distance learning challenges
- ❖ Domestic violence is more prominent
- ❖ The racial disparities for access to health, basic human needs and financial resources are exacerbated

## OUR RESPONSE

- ❖ Help individuals get quality jobs with opportunities for salary advancement
- ❖ Connect people to financial coaching, free tax preparation assistance, matched savings opportunities, healthcare services and income supports such as the Supplemental Nutrition Assistance Program (SNAP)
- ❖ Ensure affordable, quality early childhood education
- ❖ Provide children and youth with year-round programs to keep them engaged and on track
- ❖ Support United Way 2-1-1, the state's health and human services information and referral system
- ❖ Mobilize resources to support adults, children and families affected by COVID-19

*\*This information was taken from the 2020 ALICE Report released by Connecticut United Ways. The ALICE Report, released every two years, shines a light on financial hardship in our state and identifies trends affecting households in Connecticut.*

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# MEMBERSHIP FULFILLMENT OPTIONS:

 **CHECK**  
Please make your check payable to United Way of Central and Northeastern Connecticut.

 **PLEDGE**  
Giving is easy when you elect to pledge. Choose the option that best meets your needs – payroll deduction, bill me later (one time, monthly or quarterly) or set up a recurring credit card payment.

 **GIFTS OF STOCK**  
Giving stock or securities to United Way of Central and Northeastern Connecticut is a strategic way to invest in positive community change. By contributing long-term appreciated securities to United Way, you may avoid the capital gains tax that would otherwise be due if you sold the securities and retained the proceeds.

 **PHILANTHROPY FUND**  
Philanthropy Fund is an exclusive program for members of United Way's Tocqueville Society to help you meet all your charitable giving needs. To open a Philanthropy Fund, you must contribute a minimum of \$10,000 annually of which at least \$5,000 of your gift benefits United Way. Throughout the calendar year, you can contact the United Way Philanthropy Fund administrator to direct your gift to nonprofit organizations of your choice. As a "thank you" for your generosity, no fees will be deducted from designations made through the Philanthropy Fund program.

 **UNITED WAY PRIVATE LABEL DONOR ADVISED FUND**  
United Way of Central and Northeastern Connecticut's Donor Advised Fund offers Tocqueville members a low cost, flexible vehicle for charitable giving. Our comprehensive, streamlined system makes giving to United Way and the causes you care about fast and simple. When you establish a donor advised fund, you will receive an immediate tax benefit with the ability to distribute grants over time, even in a different tax year. An initial contribution of \$15,000 is required to open a donor advised fund with a minimum of 20% of the contribution being allocated to a designated fund to support the work of United Way of Central and Northeastern Connecticut.

 **INDIVIDUAL RETIREMENT ACCOUNT REQUIRED MINIMUM DISTRIBUTION**  
You can support United Way of Central and Northeastern Connecticut's mission and receive tax benefits in return with this popular gift option commonly called the IRA charitable rollover. If you reach age 70½ in or after 2020, you must take your first required minimum distribution by April 1 of the year after you reach age 72. You can give from your IRA distribution directly to United Way without increasing your adjusted gross income. (Please consult your financial/tax advisor to determine your required minimum distribution and the tax implications associated with your IRA charitable rollover gift.)

 **DONOR ADVISED FUND**  
If you have a Donor Advised Fund with a third party, you can recommend that funds be allocated to United Way of Central and Northeastern Connecticut to be invested in its mission-aligned work.

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