

# WOMEN OF TOCQUEVILLE



Women of Tocqueville is a transformative group of committed business, civic and philanthropic women leaders dedicated to helping their neighbors in need and stabilizing families struggling to make ends meet through engagement opportunities to tackle challenges and create sustainable change for ALICE\* families. Through involvement, members are afforded the chance to build strong bonds with other like-minded philanthropists, deepen their knowledge of community issues, and support women and children by sharing their wisdom, service, and generosity.

## Women of Tocqueville Focus

In Connecticut, before the pandemic, 38 percent of households were unable to make ends meet; 27 percent of households were ALICE. Today, 40 percent of households are unable to make ends meet.

ALICE households are working hard, often multiple jobs, and still struggle to afford the basics. ALICE is our family, our neighbors, and our friends. ALICE is educators, health care professionals, front line workers, retail associates and other professions that keep our economy running. Here in Connecticut, the cost of living continues to outpace wages, meaning that many families find themselves struggling to make ends meet and one emergency away from a potential financial crisis.

Women of Tocqueville members will have opportunities to be actively engaged in United Way activities focused on improving outcomes for ALICE households such as community problem solving sessions, community conversations, advocacy events and providing input into program funding recommendations.

Through gifts of wisdom, service and treasure, the collective power of Women of Tocqueville members helps facilitate and enable the change necessary for all local children and families to thrive.

*\*ALICE is a United Way-coined acronym that stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed.*

## MEMBERSHIP BENEFITS

- United for ALICE focused engagement activities, including opportunities to serve on United Way's Impact Team making key decisions for funding allocations.
- Invitations to exclusive member receptions.
- Priority access to United Way signature events aligned to Women United, including *Power of the Purse*.
- Special recognition into perpetuity as a Women of Tocqueville Founding Member for first 50 members.
- All benefits granted to Tocqueville Society members.
- All benefits granted to Women United members



SCAN ME

## How to Become a Women of Tocqueville Member

Membership in Women of Tocqueville is exclusive to women who donate \$10,000 or more annually through the United Way Community Campaign, of which a minimum of \$5,000 is invested in United Way's Women of Tocqueville to support programs and priority projects to improve the well-being of children and families in our community.

### Step-Up Program:

To ease the financial burden of becoming a Women of Tocqueville member, a three-year Step-Up Program is available for women wishing to become a member but are unable to immediately fulfill the total annual gift requirement of \$10,000 for membership.

Under the three-year Step-Up Program, membership is granted to women who make a personal donation of \$5,000 in Year 1 and \$7,500 in Year 2, of which all dollars are invested in the Women of Tocqueville Fund. In Year 3, a total donation of \$10,000 with a minimum of \$5,000 allocated to the Women of Tocqueville Fund is required to retain membership.

After the Step-Up period, a minimum donation of \$10,000 or more annually through the United Way Campaign, of which a minimum of \$5,000 is allocated to the Women of Tocqueville Fund, is required to retain membership.

The three-year Step-Up Program is offered only once to any woman interested in becoming a member of Women of Tocqueville utilizing the program.



## WOMEN OF TOCQUEVILLE FOUNDING MEMBERS:

The first 50 women to become a Women of Tocqueville member by making a minimum personal donation of \$10,000 or more annually through the United Way Campaign, of which a minimum of \$5,000 is invested in United Way's Women of Tocqueville, will be recognized as Women of Tocqueville Founding Members into perpetuity. Founding members will be recognized in both online and print media, including, but not limited to, United Way's Annual Report and United Way Women United signature events' programs.

**Together, we can LIVE UNITED.**  
Join us: Give. Advocate. Volunteer. [unitedwayinc.org](https://unitedwayinc.org)

