





The Alexis de Tocqueville Society

The Tocqueville Society recognizes the generosity of individuals and families contributing at the highest levels of personal giving. These caring philanthropists exemplify an outstanding commitment to improving the quality of life in our community.

The society honors French historian Alexis de Tocqueville, who wrote about his admiration of the American spirit of volunteerism. **United Way of Central Iowa** became a member of the National Alexis de Tocqueville Society in 1984. Since then, members have contributed \$40 million to local efforts that improve the health, education, and financial stability of all central Iowans.

Your membership fosters compassion and commitment to our community. Tocqueville Society members invite you to join an exceptional group of leaders who are creating lasting change.



My wife Heather and I joined United Way of Central Iowa's Tocqueville Society to ensure our charitable dollars achieve maximum impact on the lives of the most vulnerable in our community.

Our experiences with a number of local charities gave us a clear picture of the profound impact United Way has in tackling the most difficult challenges facing our community.

Our United Way brings together charitable organizations in our community to collaborate on solutions and avoid waste. It knows the players and knows what strategies are—and are not—working. It fosters information sharing and the creation of synergies among organizations addressing common causes. In that crucial aspect, our United Way fulfills a role and a mission in our community that no one else can.

There's a reason so many of our community's leaders have made the Tocqueville Society the cornerstone of their annual charitable giving for more than 30 years. If maximizing the impact of your charitable dollars matters to you, you've come to the right place.

On behalf of the central Iowans whose lives are transformed by the work that United Way does, a heartfelt thank you.

Sincerely,

Matt McDermott



Your investment transforms the lives of central lowans

Every gift to United Way of Central Iowa is invested to improve lives right here in our community. Your generosity is amplified through a collective impact process that unites our community around tackling our toughest challenges.

As a Tocqueville member, you can elevate that work so that more of our students graduate from high school, more local families are financially stable, and more of our neighbors lead healthy lives.

After dropping out to care for his newborn daughter 17 years ago, Aaron earned his high school equivalency diploma through United Way's Bridges to Success initiative. Now he is working toward his auto restoration certificate and opening his own business.

unitedwaydm.org/stories

Leading the fight for the health, education, and financial stability of all central lowans

What we do:



UNITE

We bring together philanthropists, volunteers, businesses, nonprofits, faith-based groups, community leaders, government, experts, and those in need.



STRATEGIZE

Together we break our community's toughest problems down to their root causes and convene partners to develop innovative solutions.



TACKLE

We mobilize community resources, invest in initiatives and existing programs, and inspire individuals and organizations to take action.



EVALUATE

We set specific goals and metrics for each investment and evaluate the results to ensure real progress is being made.

United Way in action:

United Way invests in existing programs and brings together multiple partners to launch collaborative programs designed to tackle specific challenges in the areas of Education, Income, and Health in central Iowa. For example:

READ to SUCCEED

is a community-wide call to action that has engaged hundreds of local businesses, volunteers, and caregivers to give central Iowa children the skills and tools they need to read proficiently by the end of third grade, the top predictor of high school graduation.



Bridges to Success


provides coaching and support to help 10,000 central lowans earn their high school equivalency diploma by 2020 to set them on a path to financial stability.



5-2-1-0 addresses

childhood obesity by changing environments and policies in child care centers, schools, and pediatric clinics to promote healthy habits and long-term well-being among children.





Tocqueville Society members Debbie and Mike Hubbell and family pack food donations for struggling single-parent families at a holiday volunteer event.

Become a game- changer

Tocqueville members are the game-changers who empower our community to meet its Goals for 2020 in Education, Income, and Health.

In addition to creating lasting impact in central Iowa, Tocqueville Society members can:

- Meet and network with central Iowa's most influential leaders and philanthropists
- Benefit from charitable giving tax savings
(a great resource to contribute appreciated assets)
- Make a direct investment to impact the people of central Iowa with expert-driven strategies
- Share leadership, expertise, and influence through various committees and events
- Gain new business and career opportunities by demonstrating community leadership
- Give to causes you care about most in a way that significantly amplifies your impact
- Enjoy special society events including an annual celebration

Your investment represents an extraordinary commitment to making central Iowa better for all.



Become a member of the Society

You are invited to join the Tocqueville Society, an exceptional group of individuals and families who give \$10,000 or more to United Way of Central Iowa each year. There are many options to grow your giving and create long-lasting impact.

Step-Up Program

The Tocqueville Step-Up Program starts with a minimum personal contribution of \$5,000 in the first year, followed by an annual gift increase to reach \$10,000 by the third year. You receive full membership benefits starting in year one.



Leave a Legacy

By endowing your gift for perpetuity, you will ensure United Way of Central Iowa is there to tackle our community's challenges for the next 100 years. We work closely with the Community Foundation of Greater Des Moines so that you can manage your legacy securely and conveniently through the Endow Iowa Tax Credit Program.





When an American asks for the
cooperation of his fellow citizens,
it is seldom refused; and I have
often seen it afforded
spontaneously and with great
good will.

Alexis de Tocqueville

