



# BECOME PART OF SOMETHING BIGGER

## Tocqueville Society Step-Up Program

The Tocqueville Step-Up Program is a new path to become a member of United Way's Tocqueville Society. The Step-Up program provides an extended, six-year track so you can participate in United Way's premier giving society while gradually growing your impact in our community.

Created for those committed to supporting meaningful and lasting community impact, the Tocqueville Step-Up Program helps supporters scale their giving into transformational philanthropy.

Upon making your first gift of \$2,500, you will be considered a Tocqueville Society member and join over 200 of the most influential community leaders in the region. The Step-Up Program allows you to grow your giving over a six-year period, all while being recognized as a Tocqueville member and part of a community of our most generous donors.

### BENEFITS OF MEMBERSHIP

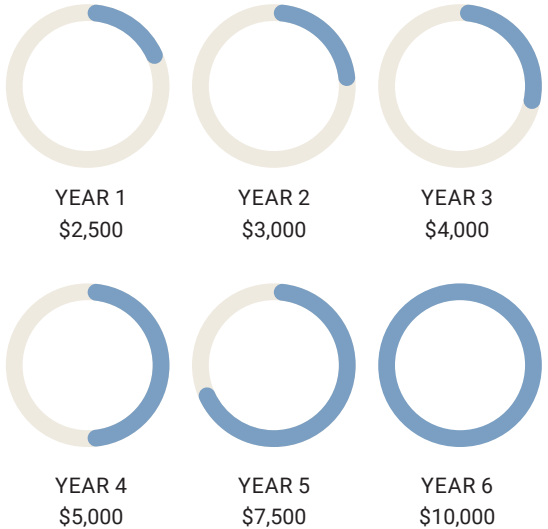
United Way Tocqueville Society members make a profound impact in the region with purposeful giving that creates meaningful solutions for nearly 200,000 local people. In addition, members enjoy:

- Invitations to exclusive Tocqueville Society and leadership giving events throughout the year
- Recognition in United Way publications
- Invitations to networking, volunteer and business development opportunities
- Opportunities to connect with others who share your passion to improve our region
- Stories and updates about how your gift is making a difference in our community

Tocqueville Society members may also participate in any of the following United Way Leadership Giving Networks:

- Women United
- African American Leadership Society
- Circulo Latino
- Labor Leaders Club
- Emerging Leaders Society (40 years and under)

### Tocqueville Society Step-Up Program



Tocqueville Society is a \$10,000+ yearly gift.





# WE ARE STRONGER TOGETHER

Our collective response to our community’s complex challenges must be coordinated and comprehensive. When you invest in United Way’s Community Impact Fund, you support critical programs strengthening our local communities. Focusing on three investment priorities—health, education, and economic mobility—we believe we can create real, impactful solutions for a thriving community.

## ■ HEALTH

### WHAT

Families and individuals have their basic needs met, safe places to live, and social and emotional connections to positively impact their quality of life.

### WHY

80% of a person’s health and overall wellbeing is related to social determinants of health—those life experiences and conditions in which people are born, grow, live, work, and age.

### OUTCOMES

- Basic needs are met
- Positive, sustaining social and emotional connections are built throughout an individual’s lifespan
- Individuals and families who have experienced trauma have opportunities to heal

## ■ EDUCATION

### WHAT

Kids have the support they need to learn, grow, and thrive.

### WHY

School-age children spend 80% of their waking hours outside of school. Out of school and summer time are key to hitting positive educational milestones that ultimately lead to greater achievements.

### OUTCOMES

- Children achieve developmental milestones
- Children develop strong self-esteem and are empowered to make healthy choices
- Youth successfully transition to young adulthood

## ■ ECONOMIC MOBILITY

### WHAT

Individuals and families have access to the necessary tools and opportunities to increase income, build wealth, and improve financial stability.

### WHY

1 in every 3 individuals is financially insecure. Families and individuals can thrive with the financial, social, and personal assets to improve their own quality of life.

### OUTCOMES

- Families attain skills and assets that build wealth for themselves and their future generations
- Individuals access job training programs and resources to secure credentials for meaningful employment

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