UNITED WAY OF GREATER ROCHESTER’S MISSION IS TO UNITE THE GOOD WILL AND RESOURCES OF THE GREATER ROCHESTER COMMUNITY SO THAT EVERYONE CAN THRIVE.
A CENTURY OF COMMITMENT TO OUR COMMUNITY

United Way addresses critical challenges by connecting local people in need with essential services and evidence-based programs. We do this through strategic funding investments, community initiatives, volunteer support and community leadership to direct resources and solve problems.
TOCQUEVILLE SOCIETY

The Tocqueville Society is United Way’s premier giving society, comprised of donors who give an annual gift of $10,000 or more. Tocqueville Society members set an extraordinary example of leadership and generosity for our community. The Tocqueville Society began 32 years ago with 22 inaugural members. Today, it has grown to more than 250 members who make an annual commitment to help the Greater Rochester community thrive.

Looking Back
Nearly 100 years ago, George Eastman and local leaders created what we know today as United Way of Greater Rochester. In 1918, our community’s War Chest brought together many different agencies that were doing similar work to share in one large appeal to help people in need. While our role in the community has changed throughout the years, the legacy continues on: United Way brings together the resources of thousands of individuals and organizations to make a difference for local people in need.

Looking Forward
United Way’s vision is to unite a community where diverse organizations and individuals share their strengths to drive sustainable change that advances the common good. United Way sits at the center of the private, public, philanthropic and not-for-profit sectors. It is uniquely positioned to bring everyone together—including our most dedicated and generous Tocqueville Society members—to build true community impact solutions that address significant community challenges like poverty, abuse, neglect, failing students, struggling elders, hunger and more.

YOUR GIFT WILL CHANGE LIVES TODAY.
Go to uwrochester.org for more information about the people we serve and the return on investment of your generous donations.
VALUES
Our values define who we are and how we serve our community.

❤ CARING

🔒 TRUSTWORTHY

👥 COLLABORATIVE

💡 INNOVATIVE

🤝 RESPECTFUL

🎯 RESULTS-ORIENTED
United Way invests your donation in solutions to some of our community’s most critical challenges. United Way employs a rigorous Community Fund grant investment process to ensure your donation is gaining the best possible results at both program and community-wide levels.

Community Fund investments focus on four major areas of impact and need—helping people meet their basic needs of food, shelter and clothing so they can concentrate on addressing other major life concerns; giving babies a healthy start to life with support for new parents; setting students on a path for success in school, work and life; and supporting our aging population and those who are caring for elders locally. Addressing poverty-related challenges and providing inclusive services for people with disabilities are overarching standards throughout all community impact strategies and investments.

All programs and initiatives supported by United Way’s Community Fund are monitored, measured and evaluated regularly to confirm they’re achieving positive results for our community and local people in need.

DID YOU KNOW . . .

97% of Community Fund-supported families avoid child maltreatment, abuse and neglect.

1 FULL POINT Students in Community Fund after-school programs achieve 1 full point higher GPAs than their middle school peers.
Your Tocqueville Society membership connects you with hundreds of the most influential community leaders in the region.

Your gift is also allowing United Way to unite more than 75 partner programs to build a network of services and support for people in need.
SERVE

Together we’re serving more than 250,000 people each year.
Here is what $10,000 can do. Imagine what we can achieve together!

2
Give 2 families a year of home visitation services to help babies get a healthy start, strengthen bonds, and reduce the risk of child maltreatment.

3
Send 3 kids to a high-quality after-school program for a full school year, providing learning and enrichment to improve grades and build a bright future.

300
Help 300 families with income tax preparation assistance to maximize claiming of earned income tax credits, as well as access to bank accounts, help understanding credit reports and connecting to credit repair services.

2,000
Provide 2,000 home delivered meals for frail elders to help meet their nutritional needs and allow them to maintain independence in their own homes.
BENEFITS OF MEMBERSHIP

United Way Tocqueville Society members make a profound impact on the Greater Rochester community with purposeful giving that creates meaningful solutions for hundreds of thousands of local people in need. In addition, members enjoy:

- Invitations to exclusive Tocqueville Society and leadership giving events throughout the year
- Recognition in United Way publications and online appreciation listing
- Invitations to networking, volunteer and business development opportunities
- Opportunities to connect with others who share your passion to improve our community
- 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 Societies:

- Women’s Leadership Council
- African American Leadership Society
- Circulo Latino
- Labor Leaders Club
- Emerging Leaders Society (up to 40yrs)

JOIN THE TOCQUEVILLE SOCIETY TODAY!

Visit uwrochester.org/tocqueville to get started.
SERVICES IN PHILANTHROPY

United Way provides valuable services to support your philanthropic goals, long-term wealth management strategies and non-profit commitments. Investing $10,000 or more annually with United Way in any of the following services qualifies you for membership in the Tocqueville Society.

Charitable Gift Funds
Charitable Gift Funds make community-wide philanthropy efficient and impactful. Donors advise United Way on distributions from their no-cost fund, utilizing a flexible and convenient way to help advance the causes they support.

Planned Giving
Donors design a gift plan that meets their estate planning needs while also helping United Way build a stronger community.

Endowment Fund
United Way’s endowment fund was established in 1925 and is supported by thousands of donors who want to ensure their gift, made either during their lifetime or in their estate planning, will have a lasting impact for generations to come.

Gifts of Securities
Gifts of securities that have been held for more than a year are one of the most tax-efficient ways to benefit our community. Your gift of appreciated stocks or mutual funds are usually tax deductible in the year in which the gift is made without realizing any capital gains.*

Support for Local Charities
United Way provides a valuable philanthropic service to hundreds of health and human service organizations in the six-county Greater Rochester region by collecting, processing and transferring donations on their behalf through our donor designation program.

*Please consult your tax advisor for further information.
“I believe in the power of community collaboration to achieve results. I am passionate about United Way’s role in convening our community for impactful solutions—whether it is poverty, education, leadership development or other critical needs, United Way is the organization leading our community toward positive change and I’m proud to be a part of it.”

– Emerson Fullwood, Retired Corporate Vice President of Xerox

“Tocqueville Society members are the most generous, community-minded donors in Rochester. I am a member because I believe in United Way’s ability to solve problems with preventative strategies, and I appreciate the opportunity to connect with other members to create a brighter future for our community.”

– Lauren Dixon, CEO of Dixon Schwabl

For a full listing of Tocqueville Society members, visit uwrochester.org/thankyou.
JOIN US

Contact United Way's Director of Major Gifts at (585) 242-6465, or visit uwrochester.org/Tocqueville to get started.

Learn more
To learn more about United Way of Greater Rochester, visit uwrochester.org.

Connect with us!
- www.uwrochester.org
- UnitedWayofGreaterRochester
- @UnitedWayROC
- @ROCUnitedWay