



THE TOCQUEVILLE SOCIETY

The Tocqueville Society recognizes the generosity of individuals and families contributing at the highest levels of personal giving.



The Tocqueville Society is a membership 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. You are invited to join this exceptional group of philanthropic leaders.

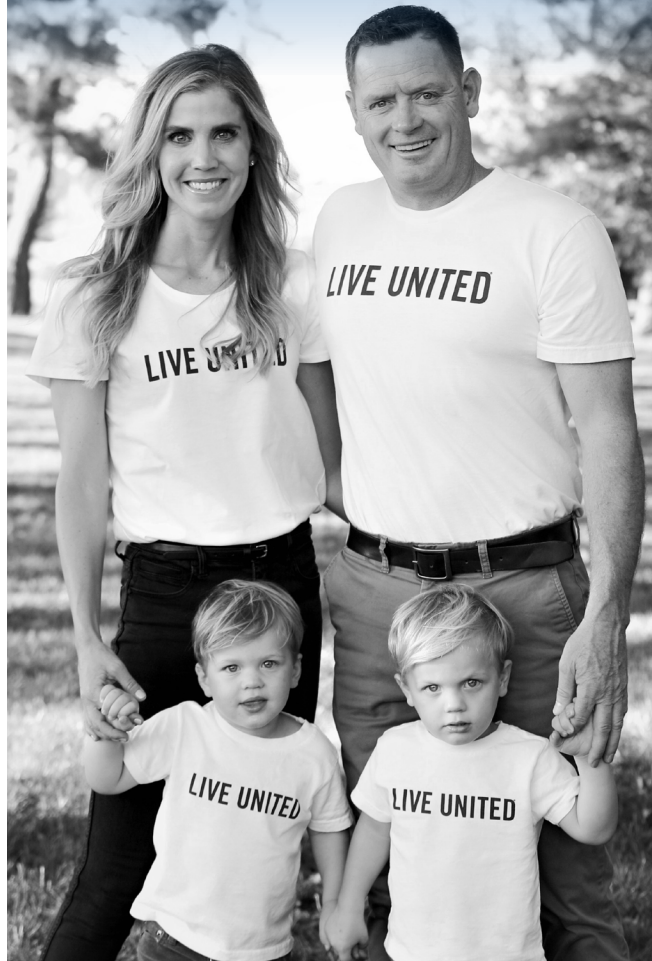
The society honors French historian Alexis de Tocqueville, who famously admired the American spirit of volunteerism. Des Moines was one of the first five cities in the country to form a Tocqueville Society.

Since its inception, our members have contributed more than \$110 million to local efforts making positive change throughout our community.

By becoming a member, you foster compassion and demonstrate a powerful commitment to improving our community.

"We joined United Way of Central Iowa's Tocqueville Society because we know our contribution will have the most impact as part of a community-wide plan to support those who are most in need and facing difficult challenges right now."

- Todd and Ashley Millang



YOUR INVESTMENT TRANSFORMS THE LIVES OF CENTRAL IOWANS

As a Tocqueville Society member, you provide the critical resources to accomplish the work being done to foster a thriving community.

Funds raised by United Way of Central Iowa are invested in programs and initiatives making progress in the 5 Elements of a Thriving Community: Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, and Health & Well-Being. Every impact we collectively make not only improves the lives of those served, but also enhances our community for everyone who lives here.

400+

households are creating collective impact by being members of the **Tocqueville Society**.

31

households in central Iowa have included United Way in their legacy plans.

Tocqueville Society donors invest millions of dollars, which accounts for more than

40%

of all workplace employee and individual gifts donated annually.



MEMBERS

To see our members list, scan the QR code or visit:

unitedwaydm.org/tocqueville-members

WHAT WE DO

UNITE

We bring together all sectors of our community. Together, we look at the big picture to identify challenges individual entities may not be able to see or address on their own.

STRATEGIZE

The 5 Elements of a Thriving Community define how we collaborate to create strategies and innovative solutions to address our toughest challenges. Like a puzzle, each element is connected and influenced by the others.

TACKLE

We invest your donation where it drives the most powerful change, create programs or coalitions to address unmet needs, and collaborate to make community and statewide impact.

EVALUATE

We create metrics to monitor improvement and continuously evaluate the results of our investments, holding every initiative accountable to making meaningful progress.


BECOME A GAME- CHANGER

***Tocqueville Society members
are the game-changers who are
leading the way as we foster
an equitable, engaged, and
empowered community
- one that is
UNITED to THRIVE.***

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

- Meet and connect with central Iowa's most influential leaders and philanthropists
- Benefit from charitable giving tax savings (a great resource to contribute appreciated assets)
- Share leadership, expertise, and influence through various committees and events
- Gain new business and career opportunities by demonstrating community leadership
- Make a powerful impact on the causes you care about most by giving in a UNITED way
- Attend and/or volunteer at exclusive Tocqueville Society events

Your generous investment is creating a positive ripple effect in central Iowa, one we hope comes back to you - providing a better quality of life for you and your family.



"Being part of Tocqueville Society has always been a really clear decision. ... We have little kids and they don't really have a grasp of how meaningful it can be to just write a check. But when we can bring them to an event, like HOPE for the Holidays, to volunteer it helps them have a better worldview."

-Meighan Phillips

BECOME A MEMBER OF THE TOCQUEVILLE SOCIETY

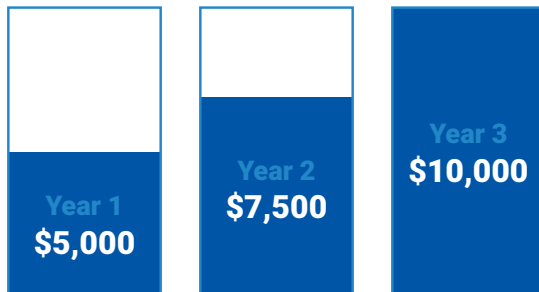


Thank you for considering a donation at this powerful level. Discuss making a gift through an IRA distribution, appreciated stock, or a donor-advised fund with your financial advisor to determine if one of these options is best for you.



STEP-UP PROGRAM

Grow your giving and receive full membership benefits starting now through the Tocqueville Society Step-Up Program. With a minimum of \$5,000 in year one, you commit to increasing your gift over three years to continue your membership while increasing your impact.



LEAVE A LEGACY

Please consider supporting United Way of Central Iowa in perpetuity. We offer several options to ensure your investment goes to the causes most important to you, while you receive financial and tax benefits for your tremendous generosity.

- Give through the Endow Iowa Tax Credit Program.
- Include United Way of Central Iowa in your will or trust.
- Donate retirement plan assets.
- Donate a life insurance policy.



LEGACY

*To learn more
about Legacy
giving, scan the
QR code or visit:*

unitedwaydm.planmylegacy.org



WEBSITE

*To learn more
about Tocqueville,
scan the QR code
or visit:*

unitedwaydm.org/tocqueville

