



## **United Way of Benton and Franklin Counties *Tocqueville Society***

You are invited to become a member of the Tocqueville Society of United Way of Benton and Franklin Counties.

The Tocqueville Society is designed to deepen the understanding, commitment and support of individuals to United Way and to recognize their strong commitment to service.

People who contribute \$10,000 or more to United Way of Benton and Franklin Counties become members of the Tocqueville Society. The Tocqueville Society is a national, prestigious society comprised of philanthropic leaders who contribute most generously to their communities.

“As soon as individuals with a cause have found one another out, they combine. From that moment, they are no longer isolated people, but a power seen from afar, whose actions serve as an example, and whose language is listened to.”

*-Alexis de Tocqueville*

Members of the Tocqueville Society enjoy special benefits, including public recognition that gives others the opportunity to celebrate their philanthropy. In addition, special events are planned throughout the year, giving them a chance to meet with other philanthropic leaders.

Specific objectives of the program are to:

- Save and change lives throughout this community through philanthropic leadership.
- Enhance local recognition of outstanding United Way supporters while encouraging others to consider the possibilities.
- Continue to build high-level personal giving and major giving programs that will ensure the continued success of this United Way.

Doing what really matters, United Way identifies needs, addresses issues, and applies funds and guidance to human service providers in this community. Your support is needed to continue this important work.

By contributing to the United Way of Benton and Franklin Counties at the Tocqueville level, you are helping to ensure that a safety net of services continues in this community. We urge you to support the Community Fund by allowing dedicated local community volunteers to direct your contributions where they will have the greatest impact.

In addition to the support of the Community Fund, you have the ability to direct your funds to other not-for-profit organizations. This option is designed for your convenience in order to provide maximum flexibility in making your charitable contributions.



## How do I become a member of the Tocqueville Society?

- You can become a Tocqueville Society member by contributing \$10,000 or more to United Way of Benton and Franklin Counties.
- We ask that at least \$2,500 of your gift remain in the Community Fund for support of ongoing United Way programs and services through the volunteer distribution process.

*There are two ways you can distribute your Tocqueville Fund:*

### Community Fund Distribution

The Community Fund stays local and achieves results. It is a unique, vital force in our community, created to address human service issues and established to support the spectrum of needs from birth to end-of-life. The process of distributing the Community Fund is a distinguishing factor of United Way and sets it apart from any other local organization. The distribution process is initiated by evaluating our community's human service needs. Next, community volunteers carefully analyze the performance and outcomes of organizations providing programs to serve those needs. After a thorough evaluation, volunteers allocate funding to the most effective and responsive programs.

When you direct your contribution to the United Way Community Fund, you can be assured that your generous donation is providing necessary dollars to programs that are making a difference. By combining the generosity of many, we achieve measurable impact. We encourage you to take advantage of this unique opportunity. Allow United Way volunteers to do the research and analysis that ensures your Community Fund donation is invested wisely.

### Self Directed Distribution

You may also direct your gift to specific organizations. A Tocqueville Fund will be set up in your name and you will be provided account vouchers shortly after we receive your pledge. After your Fund has been established, you can make a gift by notifying United Way of your distribution instructions. We'll make sure your gift goes exactly where you want it to go. If you wish, you may notify the recipient directly by using one of your Tocqueville Fund Account Vouchers. Your gift to United Way is tax deductible. Under United Way guidelines, we will not disburse funds where goods or services are provided in exchange for the charitable gift. Goods or services include cash, property, services, benefits or privileges. Designations from your Tocqueville Fund may be made to any not-for-profit organizations and their capital fund drives that are tax-exempt under section 501(c)(3) of the Internal Revenue Code. Funds remaining in your account at year-end will be transferred to United Way's Community Care Fund for support of agency services.

Thank you for considering this efficient and effective way to support your community.