United Way Romania

Alexis de Tocqueville Society

REFLECTIONS ON ALEXIS DE TOCQUEVILLE

Only 26 years old when he came to America in 1831, Alexis Charles-Henri de Tocqueville traveled all over the United States and his observations formed the basis of his book "Democracy in America", a study of American society and politics. One of his most important observations was that Americans hold in common a unique willingness to work for the public welfare - a tendency for voluntary action on behalf of the common good. The observation on philanthropy made by Alexis de Tocqueville in 1831 is true today: advancing the common good means creating opportunities for a better life for all. In this spirit, United Way created The Alexis de Tocqueville Society in 1984. Today, the Society provides members the opportunity to be part of a movement that is dedicated to improving lives through philanthropic leadership by focusing on the building blocks for a better life: a quality education that leads to a stable job, income that can support a family, and good health, which in turn will lead to a stronger community.

"Never lose sight of the close connection between the private fortune of each and the prosperity of all"

Alexis Charles-Henri de Tocqueville

TOGETHER, OUR GIFTS TRANSFORM OUR COMMUNITY

TOCQUEVILLE SOCIETY MEMBERS ENVISION A COMMUNITY WHERE:

- All children receive a quality education and are ready for college, work and life.
- All individuals and families reach financial self-sufficiency and end the cycle of poverty and financial dependence.
- Everyone receives quality health care, makes healthy choices, improves their quality of life.

WHEN YOU GIVE TO UNITED WAY ROMANIA, YOU MAKE AN INVESTMENT THAT:

- Remains local to help thousands of people in need and to improve our community, every year and to improve our community;
- Is carefully managed. Experts and trained volunteers continually assess our community's most serious problems and all funding decisions are based on local priorities;
- **Gets results.** United Way closely monitors the progress of the projects and communicates the results to all people involved.

BY INVESTING 10,000 EURO PER YEAR, YOU:

- Support 28 disadvantaged children for a year through the Reading Adventure program, which prevents and combats the risk of functional illiteracy by ensuring access to books, reading spaces and specific literacy activities, and material support through school supplies and meals. Teachers receive professional literacy training, and parents participate in informative meetings on reading and education.
- Invest in 26 underprivileged high-school youth through InnoMate – Innovation for Future program, dedicated to developing skills and competencies for the youth, through entrepreneurial education sessions using the United Way curriculum InnoKit, and guiding them to discover and plan their professional path through vocational counseling, thus increasing the chances of integration into the labor market. Teachers also receive training in the field of vocational counseling and entrepreneurship.
- Insure a healthier life for 54 vulnerable children through Learn to be Healthy program, which promotes and supports a healthy lifestyle, offering access to team sports activities, health education workshops about healthy habits such as balanced nutrition, hydration, sleep, informative workshops about fair play, teamwork and anti-bullying, and healthy snacks. Parents participate in informative sessions on the importance of healthy eating and sports in children's lives.
- Help 18 elderly people without any family left, confined to bed and with very small income (less than 100 euro per month), and/or suffering from serious illnesses to receive full social and medical homecare services for one year.

BE AN INVESTOR IN CHANGE!
JOIN THE UNITED WAY'S TOCQUEVILLE SOCIETY!

Members of United Way's Tocqueville Society are leaders in our community - both philanthropically and in their respective industries. They are the kind of people who realize they have achieved the type of success that so many others are striving to obtain; and with that success comes a heightened level of social responsibility to play a vital role in creating long-lasting changes by tackling our community's most serious issues.

Engagement Opportunities/Benefits:

- A place of honor among those who are improving our community through generous contributions.
- Your membership will be visibly and publicly recognized at our events: the Annual Gala and the exclusive event organized for Society members, and on United Way Romania's website (all members will be featured with story and photo on a dedicated website section in Romanian and English).
- Joining an international network of philanthropic leaders who are engaged locally to create long-lasting, positive changes.
- Invitation to exclusive, larger Tocqueville Society events at United Way Worldwide level.
- Receiving regular e-communications reporting on the results of your United Way investments and leadership.
- Utilizing the unique position of United Way as one of the world's premier philanthropic organizations to convene community business and civic leaders focused on the building blocks of a good life: a quality education that leads to a stable job; income that can support a family through retirement; and good health.

UNITED WAY ALEXIS DE TOCQUEVILLE SOCIETY

The Tocqueville Society acknowledges philanthropic leaders in each United Way community. Membership is open to individuals who contribute annually **EUR 10,000 or more.**

In Romania, The United Way Romania Alexis de Tocqueville Society was established in 2011, when Mr. Steven van Groningen made a personal donation of more than 10,000 dollars; the next year, Mr. Peter Weiss joined the Society. Each of their contribution supports numerous children from underprivileged families, elderly people and adults to overcome their problems and transition to a normal life. At European level, the United Way Tocqueville Society has the largest number of members in France, where it is presided by Jean-Guillaume de Tocqueville d'Herouville, Alexis de Tocqueville's descendant and a champion of philanthropy himself. He advocates volunteering and donating his time and energy to United Way across Europe, to business people and nobility who can get involved in their communities and help them thrive.

Worldwide, the Society founded more than 25 years ago in order to deepen the understanding, commitment, and support of United Way's most generous investors, to recognize and honor those concerned individuals who accepted a leadership role in making major financial contributions to United Way,now gathers over 25,000 members all over the world.

To distinguish Tocqueville Society members who achieve higher levels of giving, special orders of recognition have been created in the spirit of Tocqueville's belief in the power of free will to do good:

Membres de la Societe: $10,000 - $24,999
Ordre de Liberte: $25,000 - $49,999
Ordre d'Egalite: $50,000 - $74,999
Ordre de Fraternite: $75,000 - $99,999
La Societe Nationale: $100,000 - $249,999
Ordre d'Independance: $250,000 - $499,999
Ordre de Connaissance: $500,000 - $749,999
Ordre de Prosperite: $750,000 - $999,999
La Table Ronde de Millions de Dollars: $1 million plus

THANK YOU FOR JOINING THE SOCIETY!

A heartfelt Thank you! to all those who already support United Way Romania

Community change requires commitment and leadership. United Way Romania thanks to its most generous contributors, as they set an example in today's Romania. Every year, these committed contributors' investments represent over 10% of the total funds raised by United Way Romania.

The gifts must be personal and made during one fiscal year in one or more installments. Gifts made by individually - owned businesses are also considered for the Tocqueville Society, per donor's wish.

For more detailed information, please contact your
United Way Romania - Tocqueville Society contact:
Adriana Dobrea, Executive Director United Way Romania
Tel.: +40-734 020 674; E-mail: adriana.dobrea@unitedway.ro