



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** (money raised here stays here) to help every year thousands of people in need 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.

## THE IMPACT YOUR INVESTMENT OF 10,000 USD PER YEAR MAKES:

- Support with one year scholarships 22 gifted children with outstanding academic results, coming from underprivileged families, to finish high-school and access higher education;
- Provides rehabilitation for 11 homeless people, from living on the street to a normal life (includes obtaining legal documents, medical health costs, accessing legal rights, shelter, psychological and legal counseling, professional training and employment);
- Helps 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.

(Please see the details of the coming scheduled events on the inserted page).

- 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 \$10,000 or more annually.**

**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'Hérouville, 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 Société:** \$10,000 - \$24,999

**Ordre de Liberté:** \$25,000 - \$49,999

**Ordre de Fraternité:** \$75,000 - \$99,999

**Ordre d'Indépendance:** \$250,000 - \$499,999

**Ordre de Prospérité:** \$750,000 - \$999,999

**Ordre d'Égalité:** \$50,000 - \$74,999

**La Société Nationale:** \$100,000 - \$249,999

**Ordre de Connaissance:** \$500,000 - \$749,999

**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:

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