

TOCQUEVILLE
SOCIETY

Tocqueville

SOCIETY



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 **UNITEDWAYSEM.ORG**

For more information, please contact us at
Tocqueville@UnitedWaySEM.org



United Way
for Southeastern Michigan

MEMBERSHIP
GUIDE

Creating change with the Tocqueville Society

To our fellow Tocqueville members:

This is an incredibly important time for both our country and our region. The pandemic has reached nearly every aspect of our lives, changing the way we work, the way our children are taught, and our ability to enjoy concerts, shows and other experiences.

Of course, the COVID-19 outbreak has also exposed a number of disparities. Even as the stock market reaches all-time highs, hundreds of thousands of families in metro Detroit are struggling. In fact, even before the pandemic, nearly 40 percent of people living in Southeastern Michigan were fighting every day just to meet their basic needs.

In these times, we are especially grateful for the Tocqueville Society and your support of our community through United Way. As Tocqueville members, we have the privilege to fight for our neighbors and help them avoid slipping through the cracks. We have the opportunity to be a part of something much larger than ourselves.

Last year, Tocqueville members contributed over \$5 million to United Way. Those dollars were critical to helping parents struggling to find stable work put food on their families' table. They provided financial coaching to thousands of community members to transform their lives, technology devices and internet access for students who would otherwise have been left behind, and so much more.

We are so honored to serve as chairs of the Tocqueville Society. We give every year because we believe partnering with United Way offers us the chance to make a difference in a measurable, scalable, data-driven way. United Way has been a leader in our community for more than 100 years. It deeply understands our region's most pressing needs and responds to those needs with innovative and collaborative solutions.

Please take a few minutes to review this year's Tocqueville Membership Guide to learn more about how your support of United Way made an impact for hundreds of thousands of people in our community, and consider how you can make even more of a difference for Southeastern Michigan.

Please contact us at Tocqueville@UnitedWaySEM.org if you have any questions about the Tocqueville Society and our work to change lives in our backyard. We look forward to continuing to serve with you!

With our deepest gratitude,

Hans-Werner and Anke Kaas



HANS-WERNER AND ANKE KAAS



The Tocqueville Society is the guiding light toward a brighter future.

The powerful generosity of Tocqueville Society members is felt throughout Southeastern Michigan. Tocqueville members create possibilities, helping guide families out of crisis and toward a brighter future. As families receive help and feel the relief that comes with being able to afford essentials like food and housing, they can begin to focus on fulfilling their dreams.

As a Tocqueville Society member, your dollars stay local and go further. You provide the fuel that allows us to work alongside individuals, organizations and corporations to create change. Together, we fight longstanding problems in our region and light the way toward a brighter future.

Your gift helps families in need

As a child, Carolyn Byrd dreamed of becoming a postal worker – following in her father’s footsteps. But it was more than the idea of distributing mail that piqued her interest. It was the ability to have a “good job” that could support a family.

At 17, with a child of her own, Carolyn put aside thoughts of her dream career and worked a variety of jobs to make ends meet. Decades later, the 62-year-old mother of four works as a housekeeper at a Detroit nursing home where her annual salary is \$28,000 – above the poverty line for a single adult but less than needed to get ahead.

In 38 percent of households in our region, families are forced to choose between basic needs like food and health care or rent payments and transportation.

“I’ve been at my job almost 20 years,” Carolyn said. “I still don’t always make enough to pay my bills and save much.”

A CALL FOR HELP

Last April, afraid of what might happen if she contracted COVID-19, Carolyn began working reduced hours. Without the ability to work overtime, she fell behind on her bills and feared she might soon lose power.

When a friend told her about United Way’s 2-1-1 helpline, Carolyn didn’t hesitate to call. In 2020, 2-1-1 handled more than 114,000 calls for food, housing, financial assistance, utility assistance and more.

“They were very helpful; telling me exactly what I needed to do and really trying to understand my situation,” Carolyn said. Her monthly bill was reduced to \$130 – an amount she could comfortably afford. The remainder would be paid with Michigan Energy Assistance Program (MEAP) funds. For the first time in a long time, Carolyn could breathe a sigh of relief.

With her utilities fixed at the lower rate for the next two years, Carolyn can save for a rainy day. She has already been able to purchase a newer, more reliable vehicle, which saves her the money she’d been spending on a daily ride share service to and from work.

“It’s crazy how much money you have to spend to get to a job,” she said. “But if you don’t pay to get to work, you don’t get paid. It’s like a cycle where you never get ahead.”

As part of her Low-Income Self-Sufficiency Plan enrollment, Carolyn received a free DTE home energy audit. The technician installed energy-efficient lightbulbs, and a new kitchen faucet, showerhead and thermostat that will reduce her energy costs over time.

PARTNERING FOR MAXIMUM IMPACT

The MEAP team works closely with DTE – joining weekly calls to identify trends and proactively reaching out to people with past due accounts who may need help.

More than 16,000 households were enrolled in LSP in 2020. DTE anticipates a continued need, and possibly increased enrollments, throughout 2021 as the ongoing pandemic intensifies hardship among low-income families.

“We’ve certainly seen more people falling behind,” said Sakinah Howard, customer strategy manager on DTE’s low-income experience team. “Fortunately, customers are taking advantage of the programs that are out there to help them keep their power.”

UNEXPECTED CRISIS, UNEXPECTED NEED

Sitting at the wooden table in the rental house she has called home for the past eight years, Carolyn appears relaxed.

Her youthful appearance shows no signs of her recent hardships or stress. The oppressive weight of past-due bills no longer grates on her conscience or keeps her up at night.

When families like Carolyn’s aren’t worried about keeping the lights on or trying to figure out where their next meal is coming from, there’s room to dream a little bigger.

Carolyn is looking to the future – thinking of putting money toward retirement, perhaps buying a home instead of renting, and embracing more moments with her grandchildren.

She encourages other people experiencing hardship to pick up the phone and dial 2-1-1.

“There’s help out there,” she said. “Things aren’t hopeless – even if they seem that way for a while.”

The Tocqueville Society and United Way

Lighting the way

Together, United Way and the Tocqueville Society make a big impact throughout Southeastern Michigan. As the pandemic set in, gifts from Tocqueville members helped connect those in need with food and other essential resources, expand access to books for children and kept the doors open at child care facilities, allowing essential workers to do their jobs. Learn more about the impact you made possible last year.



BASIC NEEDS



106,152
connections made
through our 2-1-1
helpline.

1.9 MILLION

people connected with
food access during the
height of the COVID-19
pandemic.



35,000 people
provided with
homelessness and
housing services.



6,308 people connected
with utility assistance.

"If we're closed, there are girls who will have nowhere to go. Having United Way funding meant we could pay our staff and purchase more cleaning supplies to ensure the health and safety of our girls."

CELIA THOMAS,

Chief Operating Officer at Alternatives for Girls, a shelter for homeless young women



DIGITAL INCLUSION AND EDUCATION



8,200+ students
and families accessed
books and resources
through literacy fairs.



8,000 students provided
with laptops and internet
access, including 900 Detroit
students supported through
the Run United Virtual
Marathon.

"I wanted to help kids in Detroit have the same technology for their education that my kids have."

MARLO VITOUS,

Top fundraiser for the 2020 Run United Virtual Marathon and head of supply chain management planning at Stellantis



EARLY CHILDHOOD EDUCATION



500+ child care providers
supported with grants to
help keep kids safe and keep
their doors open to serve
essential workers.

6,500 parents signed up for
support through the Ready4K
text message program.



Connect4Care Kids

launched in Detroit in 2020,
serving thousands of families
eligible for state and federally
funded care. In 2021, the program
expanded to all of Wayne County.

"When COVID-19 hit, we were committed to being there for the families that needed us. We're glad United Way was there for us in return."

JAMIE MIDDAGH, Director of Li'l Graduates Child Care Center



United Way for Southeastern Michigan

Tocqueville Society membership benefits:

- Opportunities to network and build relationships year-round with the region's top business and community leaders.
- Invitations to premier events like the annual Tocqueville Society Gala, monthly Tocqueville Social Hours hosted within the metro Detroit area and Tocqueville Mixers hosted at members' homes.
- Tailored volunteer projects to help provide resources, and encourage individuals and families based on our community's most pressing needs.
- A community of compassionate, generous Southeastern Michiganders committed to leveraging philanthropy for maximum social impact.
- Access to a national network of Tocqueville members across 1,800 United Ways; local Tocqueville Society leaders are invited to both national and worldwide gatherings of Tocqueville members through United Way Worldwide.



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The generosity of our Tocqueville Society members is a source of inspiration. Their contributions make United Way's impact possible. They don't just make an impact today – they create opportunities for generations of Southeastern Michigan residents to make a better life for themselves.

Darienne Hudson, Ed.D.

President and CEO of United Way for Southeastern Michigan

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Your gift changes lives

Here are a few examples of how:



\$10,000

will support 1,000 children through our READY4K program. READY4K provides text messages to parents designed to encourage literacy-positive behavior.



\$15,959

(Average Tocqueville gift)

Provides more than 150 laptops and technology devices for middle school and high school students in Detroit to help them stay engaged and up to speed in the virtual learning environment.



\$25,000

provides 2,500 books to students through the My Home Library program designed to help families acquire books to stock their home library.



\$50,000

covers the full cost – including salary, benefits and training – for one full-time community care advocate in our 2-1-1 resource center. Our 2-1-1 resource center is a 24/7/365 service that provides referrals to food, housing, health care, employment services and more.



\$100,000

provides 2,300 parent and student resource kits containing school supplies and other resources.



\$250,000

sponsors one school for one year in our Community School network in Pontiac, Southfield, River Rouge and Hazel Park.

We are in our 17th year as members of the Tocqueville Society, because we feel it is important to give back to our local community. The mission, goals and strategy developed by United Way for Southeastern Michigan lay out a clear path for making a difference in metro Detroit. We believe that United Way provides an effective way of generating the greatest positive impacts from our donations.

Eric Hespenheide and Judy Hicks

Members of United Way for Southeastern Michigan's Tocqueville Society and Tocqueville Legacy Circle

What will your legacy be?

Did you know there are ways to support United Way's work beyond your annual membership gift and make a larger gift than you thought possible? When you make a planned gift to United Way for Southeastern Michigan, you are safeguarding the future of our community. Your gift makes it possible for us to respond to whatever new challenges come our way and will impact lives for generations to come.



BEQUESTS



IRA/401(K)



LIFE INSURANCE



UNITED WAY LIFE



STOCK GIFTS

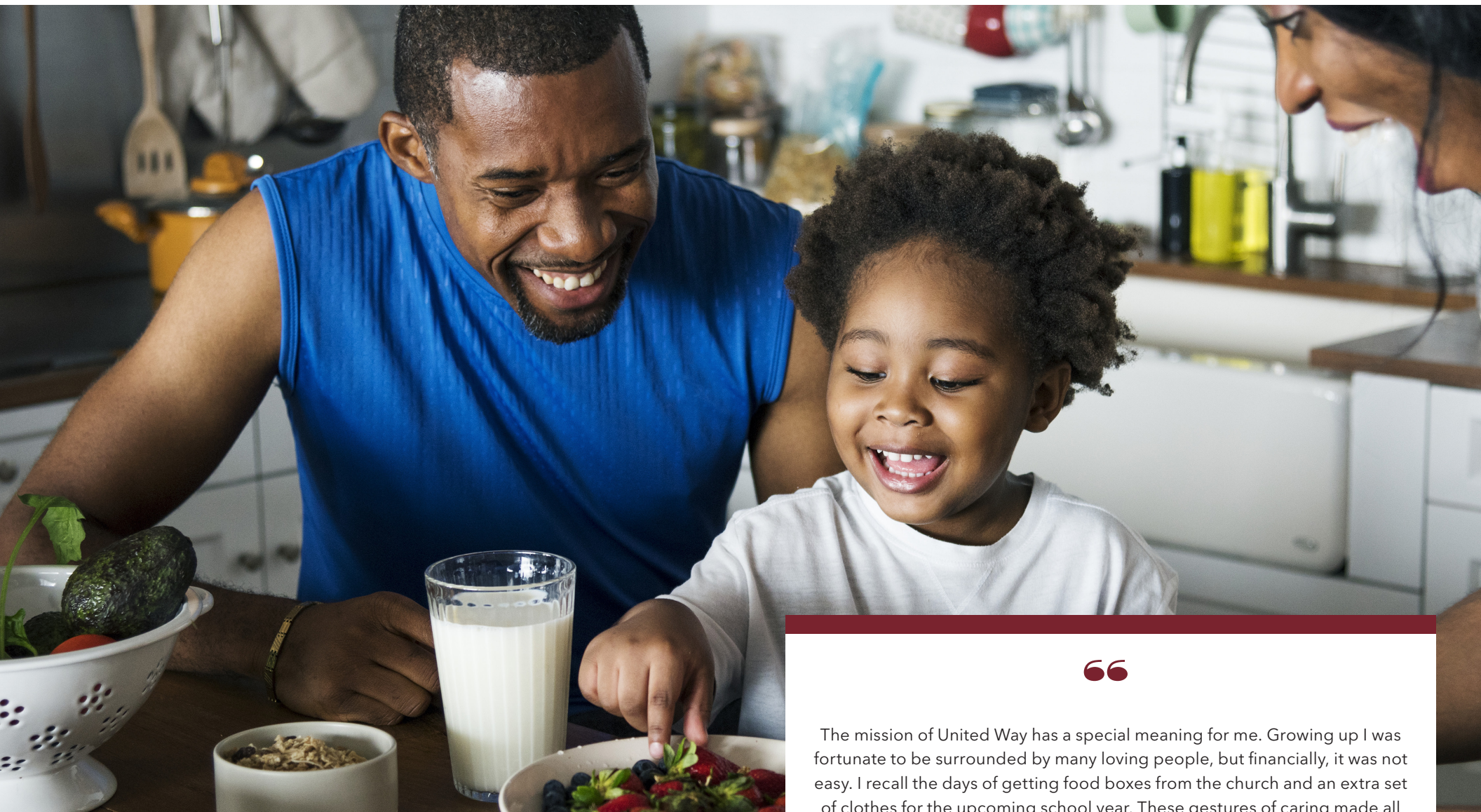
Some of the popular ways to make a planned gift include a bequest in your will and beneficiary of your IRA, 401(k) plan, life insurance policy, United Way Life or stock gifts. Let us know of your gift intentions so we can honor you as a member of the Legacy Society.

Donors who endow a minimum gift of \$200,000 to United Way through their estate plan join a nationwide group of philanthropic leaders as members of the United Way Worldwide Tocqueville Legacy Circle and are honored nationally.

Learn more about all planned giving options by visiting

UnitedWaySEM.org/Legacy.

Contact Denise Fleckenstein at Denise.Fleckenstein@UnitedWaySEM.org or 313-330-0241 for a personal consultation.



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The mission of United Way has a special meaning for me. Growing up I was fortunate to be surrounded by many loving people, but financially, it was not easy. I recall the days of getting food boxes from the church and an extra set of clothes for the upcoming school year. These gestures of caring made all the difference in the world. I feel very blessed to be in a position to give back to those who are in similar situations today. The United Way provides me that opportunity. Thank you for the work you do!

Joe Lafeir*SVP, Automotive - IHS Markit*

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How to join

Tocqueville members support United Way and our community through an annual gift of \$10,000 or more. (The average Tocqueville gift is \$15,959). Last year, Tocqueville members contributed over \$5 million, helping to address immediate needs for individuals and families in our region who were struggling, and providing support for programs and initiatives that offer long-term solutions for our community.

Tocqueville Society members are recognized upon enrollment and are immediately eligible for full benefits. A pledge card is included for you to make your gift and for additional details.

Thank you for your partnership.

To learn more about the Tocqueville Society step-up program contact, Michael Miller at Michael.Miller@UnitedWaySEM.org.



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