ALEXIS DE TOCQUEVILLE SOCIETY

MEMBERSHIP GUIDE

UNITED WAY

United Way for Southeastern Michigan
Creating Change with Alexis de Tocqueville

To our fellow AdT members,

It has been an honor to serve as the chairs of the Alexis de Tocqueville Society this year, and together with you, work to move the Detroit area forward. We have shared wonderful moments of celebration and connection with each other, and through our gifts of service, financial support, and by raising our voices to advocate, we have all made a difference in our community.

Our collective generosity over the course of the year has provided important resources for United Way. Resources that allow it to help so many individuals and families in Southeastern Michigan. Through the work of its partners in areas like food security for families, life skills for teenagers and early learning experiences for young children, United Way impacts all aspects of life in our community. This approach is critical to fully addressing the needs of the community and ensuring the future of our region.

As United Way moves forward into the coming year, the scope of communities in need does not stop at the border of Detroit, nor of Wayne County but extends through the tri-county area and beyond, throughout the entire state. The recent release of the findings in the ALICE (asset limited, income constrained, employed) Report shows there are more families in need than many of us believed. Support of and belief in the mission and work of United Way is more critical than ever.

Membership in the Alexis de Tocqueville Society is not about a pin or membership card. It’s not even about doing what is right or proper. It is about doing what is necessary in order to change the course of our community so that all members live productive lives. To ensure everyone has an opportunity to not only be a contributing member of the community but to be their best self.

Whether you’re a longtime AdT member or you’re considering joining for the first time, we invite you to make a difference with us. Together, we can change our region’s future.

With deep gratitude for all you do,

Margie Dunn and Mark Davidoff
In Southeastern Michigan, 44 percent of families struggle to meet their basic needs — and the number is growing.

If families can’t make ends meet, they can’t prepare for the future. That’s why at United Way, we work to ensure that every family can meet its basic needs, every child is ready for school and every individual has skills to build a better life.

But we can only do it with your help.
The AdT Society helps families get out of crisis now and positively impacts our community for generations to come.

The Alexis de Tocqueville Society makes it possible for parents to access resources that keep their kids on track in school. AdT members help people get skills to become financially stable, and they help families get out of crisis.

As an AdT member, you’ll support families in your community — your neighbors, co-workers and friends. And your dollars go further with us, because we bring individuals, organizations and corporations together to tackle the root causes of long-standing problems in our region, creating positive, measurable and permanent change.
As a society member, you’ll get exclusive benefits like:

- Invitations to events hosted by corporate and community leaders.
- Recognition on our elite donor wall as an Alexis de Tocqueville Society member and initiation into our Honor Roll of Donors.
- Access to member volunteer activities.
- Networking opportunities and receptions with business and civic leaders.
- A dedicated relationship manager to help you manage and reach your philanthropic goals.
- Quarterly membership newsletters and donor profiles.
As a society member, you’ll get exclusive benefits like:

The generosity of our Alexis de 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 Driver Hudson, Ed.D.
President and CEO, United Way for Southeastern Michigan
Being a part of the Emerging Philanthropists program has been invaluable. Not only has it been rewarding knowing my annual membership fee is directly funding critical programs in our region that so many people rely on every day, but I feel privileged to have come into contact with innovative and inspirational business leaders who are dedicated to the future of our community. EPs are more than just a group of young leaders who write checks, get together for social events or volunteer for a few hours. They’re part of something bigger. They have the ability to leave a mark on the community, take Detroit to the next level and create pathways for long-term success. Now, as an AdT member myself, I feel gratified to have been able to contribute a small part toward the success of these UW programs.

Regan Grant, Stoneridge
Member of United Way for Southeastern Michigan’s board and the Alexis de Tocqueville Society
How to join

The minimum annual contribution to join the Alexis de Tocqueville Society is $10,000 per year. However, United Way offers a unique way for new members to enjoy the society as they step up their pledge over the course of three years.

Participants will be recognized as an Alexis de Tocqueville Society member upon enrollment and will be immediately eligible for full benefits, opportunities and events. See pledge card for full details.

Year 1 ...................... $6,000
Year 2 ...................... $8,000
Year 3 ...................... $10,000
Your gift changes lives

Here are just a few examples:

$10,000 provides access to educational summer programs for 2,000 local children.

$25,000 funds a week of physical activity at 200 Meet Up and Eat Up summer meal sites.
We should all be aware that life hands out challenges and fates none of us are choosing, and those who are blessed by their upbringing, education, careers, etc. should have a deep desire and commitment to help the less privileged ones living in our close and distant neighborhoods.

Hans-Werner and Anke Kaas
Members of United Way for Southeastern Michigan’s Alexis de Tocqueville Society

$50,000 supports 10,000 2-1-1 calls, offering referrals to resources like shelter, food, health services and more.

$100,000 connects 1,816 adults with free financial coaching, helping them set budgets and work toward their goals.
The Tocqueville Legacy Circle
There are more ways to join the Alexis de Tocqueville Society outside of a cash or step-up gift program. Donors who endow a minimum planned gift of $200,000 to United Way through their estate plan join our elite Tocqueville Legacy Circle.

Through their Tocqueville Legacy Circle membership, these generous supporters extend their impact on the community for generations to come and are nationally recognized.

There are several options to make a planned gift, including a United Way life insurance policy. Learn more about all planned giving options by visiting UnitedWaySEM.org/Legacy.
Alexis Charles-Henri de Tocqueville was only 26 years old when he came to the United States and Canada in 1831, recording his observations of life in the young nations.

Though he only spent nine months in North America, he gleaned many profound insights about American society. His observations, readings and discussions with eminent Americans formed the basis of Democracy in America, a detailed study of American society and politics, published in two volumes in 1835 and 1840.

Tocqueville recognized, applauded and immortalized North American voluntary action on behalf of the common good. He wrote: “I must say that I have seen Americans make a great deal of real sacrifices to the public welfare; and have noticed a hundred instances in which they hardly ever failed to lend a faithful support to one another,” eloquently capturing the essence of personal philanthropy that persists almost two centuries later.

The observations on philanthropy Alexis de Tocqueville made in 1831 remain true today: Advancing the common good means creating opportunities for a better life for all. The society’s name was chosen because of Alexis de Tocqueville’s admiration for the spirit of voluntary association and effort toward its advancement.