

# 2010 Tocqueville Society

GIVE. ADVOCATE. VOLUNTEER.  
**LIVE UNITED**™ 

The name “Tocqueville Society” was selected by United Way Worldwide because of Alexis de Tocqueville’s admiration for the spirit of American volunteerism and its impact on the common good. When he arrived in America in the 1830’s, his mission was to detail the American people and their political institutions. What he found was a nation of people whose resources, intellect and strength were used to fight for social justice and the welfare of the greatest possible number of people.

Today, membership in this society is reserved for those individuals who exemplify that very spirit of philanthropy through the giving of gifts of \$10,000 or more annually. As a Tocqueville Society member, you demonstrate your belief that the wellbeing of your friends and neighbors here in Brevard County is worthy of a significant personal investment.

## Lead by example - give with purpose

*Please consider joining our United Way Tocqueville Society, giving us the opportunity to recognize your generosity and personal commitment to making a difference!*

### Membership Level

### Giving Level

La Table Ronde d’Un Million de Dollars	\$1,000,000 or More
Ordre d’Inde’pendence	\$250,000 - \$499,999
La Socie’té Nationale	\$100,000 - \$249,999
Ordre de Fraternite’	\$ 75,000 - \$99,999
Ordre d’Egalite’	\$ 50,000 - \$74,999
Ordre de Liberte’	\$ 25,000 - \$49,999
Membres de la Socie’té’	\$ 10,000 - \$24,999



### **George & Liz Mikitarian Tocqueville Society Co-Chairs**

*“Each member of our Tocqueville Society has his or her own reason for joining. For some, it’s a desire to give back or a deeply-felt responsibility to care for those less fortunate. For others it’s a chance to connect with those who share their values. What they have in common is a heart-felt concern for others, and the willingness to give just a little more. We hope you will join us in changing lives for the better in the coming year through your membership in our United Way Tocqueville Society!”*



# Your Leadership Support

For thousands of Brevard County residents, the very basics in life are becoming increasingly harder to achieve. This year, especially, it would be all too easy to just sit back and tighten our belts, thinking only of ourselves. But when the stakes are high, United Way Tocqueville Society members rise to the occasion.

## Did you know?

The number of people receiving food stamps in Brevard County has gone up by 50% since April 2007.

47% of the members of households served by Second Harvest Food Bank of Central Florida are children. This number has increased 100% in the past four years.

## Our Request

Please consider increasing your current Tocqueville Society Gift by 10% or up to the next level if you are able. Your contribution will be leveraged by United Way three times its value!

If you're not currently a member of United Way Tocqueville Society, but are willing to make that commitment this year, please join us by making a gift of \$10,000 or more. You will join a group of nearly 40 local philanthropists who make a significant difference in our community, and be included in the National Tocqueville Society membership.

Do you know someone not currently giving to United Way of Brevard and would be willing to advocate on our behalf this year? Please let us know! Staff is happy to join you on a call, send a letter on your behalf or even follow up for you on a conversation.

## Why United Way of Brevard?

### Gift Multiplier/ Leverages - 3 to 1

Our agencies use your gifts as match dollars to leverage additional program funding from our state and federal governments - for a total United Way impact of nearly \$20 million!

### Low Administrative Cost- 8.6% (based on latest 990)

### Supports a 'Safety Net' of local services

Our Community Care Fund supports 67 programs at 42 local agencies



## 2010 United Way Campaign Chair

**CHARLES HOYMAN, JR., CPA**  
MANAGING DIRECTOR  
**Hoyman Dobson & Company**

"Our community has a unique and exemplary record of giving and service to others through our United Way. This year undoubtedly will be one of the most challenging our community has ever faced.

That's why I'm asking you to consider what LIVE UNITED means to you. If you are able, I encourage you to join our Leadership Giving Circle. Leading by example, giving with purpose, we can change lives for the better here in Brevard."

## Membership Benefits

Membership pin;

Recognition in our Leaders in Giving book; (*unless preferring anonymity*)

National recognition in the United Way Worldwide Book of Leaders

Updates on Community Impact Issues;

Invitations to United Way Leadership Giving Circle events, as well as all campaign events;

Invitation to serve on a Fund Distribution team to help determine how to best to allocate limited funds to have the greatest impact possible;

Invitation to attend the Tocqueville Leaders Weekend, coordinated by United Way Worldwide