



TOCQUEVILLE SOCIETY

of Capital Area United Way

Spring 2014 Newsletter



A LETTER FROM JERRY GOSS

I have had the privilege of serving as your 2013-14 Tocqueville Chairman. This past year has been filled with excitement, anticipation and hard work. Thank you to those of you who helped with the 2013 campaign efforts. Your dedication to CAUW and the Tocqueville Society made a

huge impact.

This past year, CAUW's Tocqueville Society grew 14 percent, welcoming six new members and raising over \$650,000 for our local community. If this tells you anything, it's that Major Gifts matter. Our Society's continued support plays an integral role in the success of Capital Area United Way's annual campaign.

As I look ahead to the 2014-15 campaign, I am optimistic about the direction of Capital Area United Way and the Tocqueville Society. CAUW has a dedicated board, an enthusiastic staff and wonderful volunteers who strive to make a difference in the lives of others.

I am looking forward to continuing my volunteer role as your 2014-15 Tocqueville chairman, and thank you again for your continued support of Capital Area United Way and the Tocqueville Society.

Jerry Goss



A LETTER FROM DARRIN GOSS, SR.

10 months! I can't believe it's been nearly one year since Vee and I moved to Baton Rouge from Greenville, South Carolina.

During my time here, I have had the opportunity to meet several of you—our Tocqueville Society members, and I can say this: Capital Area United Way's Tocqueville Society is filled with some of the most generous, humble people I have ever had the opportunity to meet. Thank you for inviting me into your homes and

offices, getting to know me, and allowing me to get to know you. Your insight regarding our community and its needs are imperative for Capital Area United Way to continue on the successful path of solving complex social issues.

Thank you again for being leaders in our organization and across our community. We hope to see each of you at our annual meeting on July 21st.

Darrin Goss, Sr.



For more information about Capital Area United Way and the Tocqueville Society, contact:

Lauren Cathey
Director of Major Gifts

P: 225.382.3386

Email: laurenc@CAUW.org

Tocqueville Trivia

QUICK FACTS ABOUT THE TOCQUEVILLE SOCIETY:

- ✿ The Alexis de Tocqueville Society was formed in 1984 by United Way Worldwide.
- ✿ CAUW's local Tocqueville chapter was founded in 1986 with two charter couples, Huey* and Angelina Wilson and Milton Womack* and Margaret Hart.
- ✿ There are currently 26,000 Tocqueville donors worldwide in 16 countries, including Mexico, Romania, France, South Korea, Canada and several others.
- ✿ Since 1984, Tocqueville donors have raised over \$8 billion for their local communities, averaging \$266 million a year.
- ✿ There are currently 550 one-million dollar donors and 45 10-million dollar donors.



ANNUAL MEETING TO FEATURE UNITED WAY OF AMERICA PRESIDENT STACEY STEWART



As U.S. President of United Way Worldwide, Stacey Stewart drives the strategic direction for United Way in the U.S.

Stewart works with leaders throughout the United Way network to drive community impact in the areas of education, income and health – the building blocks for a good quality of life. She also works to protect and enhance the organization’s brand and reputation.

Prior to this appointment, Stewart was Executive Vice President of Community Impact Leadership and Learning at United Way Worldwide. Before joining United Way, Stewart was with Fannie Mae where she was Chief Diversity Officer and Senior Vice President for the Office of Community and Charitable Giving.

Stewart has a master's of business administration in finance from the University of Michigan and a bachelor of arts in economics from Georgetown University. She currently serves on several boards nationally and in the Washington, DC Metropolitan Area.

Stewart is married to Jarvis C. Stewart, and they have two children, Madeleine and Savannah.

TOCQUEVILLE SUMMIT AND MILLION DOLLAR ROUNDTABLE CONFERENCE

Laissez les bon temps rouler! That was the theme at this year’s national Tocqueville Summit, which was held in the heart of New Orleans just a few short weeks ago.

I had the opportunity to join 200 Alexis de Tocqueville members and United Way volunteers and staff for a weekend filled with great information, wonderful company and fabulous food. Tocqueville members from around the globe gathered to share best practices and discuss the growth of the Tocqueville Society— from million dollar donors, to Tocqueville members as young as 30; to a 27-year-old mayor from New York, everyone brought something unique to the table. Even the de Tocqueville family flew in from France to attend the conference.

The 2015 Tocqueville Summit will be held March 25-27 in Charleston, South Carolina. This is a fantastic conference! Please email me at laurenc@CAUW.org if you are interested in attending.

Lauren Cathey



L-R: Stephanie de Tocqueville, Jean-Guillaume de Tocqueville, Lauren Cathey



 Corporate & Community Leaders Impact Breakfast

Tuesday, May 6, 2014 at 7:30 a.m.

 Capital Area United Way Annual Meeting

Monday, July 21, 2014 at 11:30 a.m.

 Capital Area United Way Day of Action

Friday, June 20, 2014

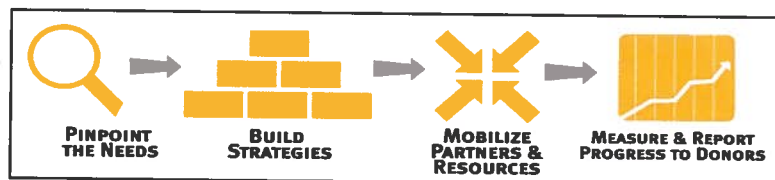


OUR WORK IN COMMUNITY IMPACT CONTINUES

Traditionally, Capital Area United Way has invested in the direct impact approach of mobilizing the financial resources of businesses and employees to support direct services and improve the lives of program clients. This work is done by investing in programs and services that are focused on improving the lives of individuals and families. As CAUW looks to increase the impact on our 10-parish area, we have to become even more effective in improving lives, not just on an individual basis, but across our entire geographic footprint.

Community Impact is the approach that CAUW will use to mobilize the community's people, time, talent, relationships, expertise, technology, financial assets and other resources to change the conditions in communities that create so many problems for individuals and families, and thus improve the lives, not just of program clients, but of community populations.

“COMMUNITY IMPACT IS IMPROVING LIVES BY MOBILIZING COMMUNITIES TO CREATE LASTING CHANGES IN COMMUNITY CONDITIONS”



VOLUNTEER INCOME TAX ASSISTANCE (VITA)

Through the collaboration between Capital Area United Way and the Capital Area Asset Building Coalition (CAABC), we were able to provide the Volunteer Income Tax Assistance (VITA) program for yet another tax season. The VITA program provides free income tax preparation assistance and primarily targets low-income workers, the elderly, and individuals with disabilities. The VITA program also promotes financial stability by encouraging recipients to save refunds to start a savings account, pay off debt, or attend financial education classes.

This past tax season VITA site locations completed more than 5,101 federal tax returns, returning over \$7,442,213 million in total refunds. All of this was accomplished through more than 200 volunteers completing 7,888 volunteer hours all trained and certified by the IRS to perform a tax return. Through the use of volunteers, VITA is able to give individuals and families 100 percent of their hard earned tax return, which can be used to reduce debt, build savings and become more financially stable.



THE GOTTLIEB SOCIETY

Comprised of passionate and driven individuals, The Gottlieb Society reflects the thoughtfulness and generosity found throughout our 10-parish community. Members of The Gottlieb Society contribute \$1,000 or more annually through United Way. Founded in 1986, the society recognizes those giving at the leadership level and offers opportunities for these donors to engage with each other and advance the common good through groups like Women's Leadership Council and Young Leaders Society. Stay tuned for more information on The Gottlieb Society events and volunteer opportunities in 2014-2015.



WOMEN'S LEADERSHIP COUNCIL

The Women's Leadership Council (WLC) is open to women of all ages and backgrounds who give \$1,000 or more annually to CAUW. These women are community leaders who are interested in improving the lives of women and families in our 10-parish area. Be on the lookout for our 2nd Annual WLC Luncheon that will take place in the fall. This event provides an ideal opportunity for its attendees to hear from an inspirational woman who is making a difference in her community, network, and recruit new women leadership donors to achieve WLC membership goals.



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PACESETTER CAMPAIGN

Stevie Toups of Turner Industries will serve as the 2014 Campaign Cabinet Chair for Capital Area United Way and is inviting area companies to participate in the 2014 Pacesetter campaign.

Pacesetter companies run their United Way campaigns before the standard campaign period, literally setting the “pace” for the overall campaign year.

This year’s Pacesetter campaign will run June 2nd through August 29th, and we are excited to announce that 12 companies, including CB&I, West Baton Rouge Parish School Sys-

tem, SJB Group, and Post Architects, have committed to run Pacesetter campaigns to help us kick off our fundraising efforts for the year.

Any company in our 10-parish area is invited to join this effort by contacting Sarah Causey at 225-382-3388 or sarahc@cauw.org.

COMMUNITY PARTNERS



Adult Literacy Advocates | ALS Association | American Diabetes Association | American Red Cross | AMI Kids Baton Rouge | The Arc Baton Rouge | Arc of East Ascension/COEA | The Arc Iberville & West Baton Rouge | Baton Rouge Area Alcohol and Drug Center | Baton Rouge Children’s Advocacy Center | Baton Rouge Crisis Intervention Center | Baton Rouge Sickle Cell Anemia Foundation | Baton Rouge Speech and Hearing Foundation/The Emerge Center | Big Buddy Program | Boy Scouts of America - Istrouma Area | Boys & Girls Club of Greater Baton Rouge | Cancer Services of Greater Baton Rouge | Capital Area Agency on Aging | Capital Area Alliance for the Homeless | Capital Area CASA Association | Catholic Charities of the Diocese of Baton Rouge | Child Advocacy Services | City Year | Donaldsonville Area Arc | Family Road of Greater Baton Rouge | Family Services of Greater Baton Rouge | Girl Scouts Louisiana East | Greater Baton Rouge Food Bank | Happy Llandiers | Hope Ministries | The Hospice of Baton Rouge | Iris Domestic Violence Center | Livingston Youth and Family Counseling | McMains Children Development Center | Mental Health Association of Greater Baton Rouge | O’Brien House | Port City Enterprises | Salvation Army | St. Helena Head Start | St. James Arc | St. James Council of Aging | St. Vincent de Paul | Teach for America | Volunteers in Public Schools | Volunteers of America, Greater Baton Rouge | The Y | YMCA, Greater Baton Rouge



Introducing
The Legacy Society*

Capital Area United Way has developed an exciting way to help you create a lasting legacy of community support where it is most needed.

* Formerly known as The Community Chest