

Tocqueville Society

The Alexis de Tocqueville Society is a group of outstanding local citizens who take leadership roles in our community through annual gifts of \$10,000 or more to Capital Area United Way. Through their contributions, Alexis de Tocqueville Society members show how their personal investments and civic-minded spirits can create a powerful legacy that will shape our community's future.

It was this spirit that inspired the formation of the Tocqueville Society. Founded by United Way of America in 1972, it is comprised of men and women who exemplify generosity by investing \$10,000 or more annually to United Way. Their commitment to service for the public good in the communities in which they live and work is the distinguishing feature of members of the Society.

The society is named after a famous historical figure of French origin, Alexis de Tocqueville. A great visionary in his

own right, Alexis de Tocqueville's writings on democracy and the American spirit of giving stirred the world. Our Alexis de Tocqueville Society is dedicated to promoting community services and charitable giving at an exceptional level. As a Tocqueville Society member, one benefits the community and improves lives of our citizens through his or her gifts to Capital Area United Way. The Alexis de Tocqueville Society deepens understanding and commitment to United Way and recognizes outstanding members by presenting an annual award for community service and leadership by example.



Susan Bell, Sue Turner & LSU Provost Stuart Bell pose for a picture at the Alexis de Tocqueville Campaign Kick-off Breakfast.

The Gottlieb Society

The Gottlieb Society focuses on harnessing the resources necessary to create lasting improvements in our community. Gottlieb Society leadership donors are committed individuals who give graciously to their community and exemplify true generosity and commitment to today's challenges. Through their contributions of \$1,000 or more annually, leadership donors are creating positive, lasting changes in the lives of children and families every day.

The Gottlieb Society of Capital Area United Way is made up of contemporary leaders in our 10-parish capital area who share a commitment to the community, its people and its future. This organization was established to give generous people who share visions and leadership the opportunity to join together to build a strong foundation of support for Capital Area United Way. So much of what makes Capital Area United Way and our Member Agencies successful is possible because of individuals who give at a leadership level.



THE GOTTLIEB SOCIETY OF CAPITAL AREA UNITED WAY

The Legacy Society

The Capital Area United Way Legacy Society was formerly known as the Community Chest of the Capital Area United Way and was established in 2002. The term "Community Chest" was coined in the early 1900s for a general fund accumulated from individuals to address the demands of their community for charity and social welfare. Over the years, many communities have embraced this concept to provide financial support, as well as food, clothing and other basic necessities,

to those in need. In establishing the Community Chest endowment fund, Capital Area United Way hoped to further this time-honored tradition of caring for one another through dynamic planned giving.

The Legacy Society is a form of planned giving, the final stage in a lifetime continuum of giving. It is an endowment fund, separate from CAUW's annual campaign, designed to provide additional support for the problems facing our community today and in the future. By integrating

The Legacy Society into CAUW's traditional fundraising strategy, we are better preparing our community to confront both the issues of today and those yet to come. The Legacy Society recognizes the generosity of individuals and families who have made or provided gifts to the Capital Area United Way Legacy Society—those who have created a legacy of caring for their community that will continue forever.