

Tocqueville Society NEWSLETTER

ISSUE 1 / SEPTEMBER 2021

A NOTE FROM KENT OYLER AND HENRY HEUSER, JR.

Our Metro United Way Tocqueville Society's nearly 300 households contribute over \$6 million annually to MUW's revenue, which is about 25% of the total annual fundraising campaign. Your personal giving also provides a disproportionate amount of unrestricted dollars which are critical for achieving MUW's community impact goals. Together, we have strengthened our local communities by supplying resources to children and families through strategic investments. For this, we are grateful.

In the coming 2021/22 campaign, we as Chairs are focusing on growing our Tocqueville Society membership and expanding the MUW endowment and ask for your help. The Tocqueville Society is one of the largest philanthropic groups in our community yet there is plenty of opportunity to expand our ranks. By each of us inviting our friends and colleagues to join us as Tocqueville Society members, we will increase the number of social, business, and civic connections between each other while also increasing the resources available to MUW to achieve positive, sustainable change.

Understanding that endowed Tocqueville giving can be up to four times as impactful as annual giving, we have launched the **Forever United Endowment Campaign**. We are looking first and foremost to our Tocqueville Society members to consider leaving a lasting legacy through direct gifts to the MUW endowment and/or planned giving. Philanthropist MacKenzie Scott recently gifted \$20 million to Metro United Way, demonstrating her confidence in our ability to create lasting change. Her magnificent gift has made a huge impact on us reaching our \$50 million endowment goal. As you look to make your annual gift, adjust your estate plans, or otherwise make financial plans, please consider joining us in leaving your own MUW legacy by endowing your annual gift.

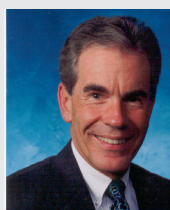
The work of Metro United Way simply would not be possible without your support and we are thankful that the members of the Tocqueville Society are leading the way. We look forward to working alongside many of you during the annual fundraising campaign and Tocqueville's Forever United Endowment Campaign. We also hope to see many more of you in-person at future events. Thank you for your continued generosity and all that you do on behalf of our region.

Sincerely,



KENT OYLER

*Chair, Alexis de Tocqueville
Advisory Board*



HENRY HEUSER, JR.

*Chair, Forever United
Endowment Campaign*

TOCQUEVILLE TUESDAY SERIES

Tuesday, September 14, 2021

12:00 - 1:15 p.m.

A virtual event featuring Sonia Monzano
(aka Maria from Sesame Street)

Tuesday, March 8, 2022

5:00 - 7:30 p.m.

An in-person event to celebrate
International Women's Day

Tuesday, November 2, 2021

12:00 - 1:15 p.m.

A virtual discussion on the Changing
Landscape of Philanthropy

Tuesday, June 14, 2022

12:00 - 1:15 p.m.

Additional event details
coming soon

MEMBER SPOTLIGHT: MICHAEL DeLEON AND GREG BOURKE



*Greg Bourke (left), Health Economist, Cost of Care Analytics
Michael DeLeon (right), Senior Digital Technology Project Manager
GE Appliances, a Haier Company*

HOW DID YOU BECOME INVOLVED IN METRO UNITED WAY?

We have both been involved in supporting United Way through the corporate jobs we have held the last 30+ years. Corporate America and United Way have a great partnership and it's a great way for employees to give.

WHY HAVE YOU CHOSEN TO SUPPORT METRO UNITED WAY AT THE TOCQUEVILLE SOCIETY LEVEL?

Every year we were increasing our giving. We both were brought up with the philosophy that charitable giving is an aspect of being blessed. Michael's father used to say "whatever you can give, give more!" and

this was specifically towards charitable giving. At GE Appliances there was an opportunity to enter through a step-up program where we gradually increased our giving to the Tocqueville Society Level. The nice thing about the step-up program is we were able to accomplish this while maintaining our giving to our church and other local charities.

IN WHAT WAYS DO YOU AND YOUR FAMILY ENGAGE IN THE COMMUNITY?

Our immediate and extended family is quite diverse. This diversity has allowed us to step up and be advocates in the LGBTQ* community as well as for other groups that are marginalized. We are also active in our church where we have been members for over 30 years.

WHICH TOCQUEVILLE EVENT THAT YOU RECENTLY ATTENDED WAS YOUR FAVORITE AND WHY?

There have been some great ones and we have been exposed to a lot of influential people, movers and shakers. Sadiqa Reynolds is one that comes to mind. Sadiqa challenged the status quo and opened a lot of eyes. Following Sadiqa on social media continues to be enlightening. Sadiqa is making a huge difference for many Louisvillians!

WHAT'S YOUR VISION FOR MUW'S TOCQUEVILLE SOCIETY?

The needs are so great in our community. The focus on early childhood education is a good one as its goal is to level the playing field at the earliest stage. One of the strategies we admire for MUW and the Tocqueville Society is the partnerships established with other agencies. It would be great to see how these alliances are working, what's working and what is not.

BEYOND BUZZWORDS

Tuesday, October 19, 2021

9:00 - 10:15 a.m.

Virtual event featuring **Marco Davis**, President & CEO of the Congressional Hispanic Caucus Institute

Tuesday, February 22, 2022

9:15 - 10:30 a.m.

Featuring **Isabel Wilkerson**, author of *Caste: The Origins of our Discontents*

OTHER MUW EVENTS

Give for Good Louisville

Friday, September 17

A community-wide day of philanthropy hosted by the Community Foundation of Louisville

MUW Day of Action

Friday, September 24

38 Volunteer Projects | 7 Counties | 1 Day

A MESSAGE FROM ADRIA JOHNSON, PRESIDENT & CEO

"And suddenly you know... It's time to start something new and trust the magic of beginnings."

During my time with Metro United Way as Chief Impact Officer, it was a privilege to lead seismic shifts in the way our organization addresses the needs of our community. These changes were not possible without a strong and passionate commitment from all of you, members of the Tocqueville Society. Because of your leadership, deep care for our community, and support, we continue to tackle the most persistent and pressing needs in our seven-county region, providing much needed resources to our partners and neighbors. The Tocqueville Society's generosity is not just about donating money, it's about crafting a stronger and more equitable future for our community, and on behalf of Metro United Way, thank you for believing in our vision.

As MUW's new President and CEO, a new beginning for our organization is upon us, and the work that we were doing even before the pandemic identified that closing the wealth and education opportunity gaps that exist in our region would bring about the lasting change we all want to see. By focusing on those systemic issues across our seven-county region, we will be able to better address the persistent crises facing so many of our neighbors.

Here are just a few of the initiatives that Metro United Way will be championing:

Louisville Growing Readers Initiative

Childcare provider advocacy

Racial Wealth Gap simulations

Beyond Buzzwords speaker series

Black L.O.V.E.

Housing insecurity pilot with United Community partners

Guaranteed income strategy pilot with Louisville Metro Government

Engagement strategy and pilot for the California neighborhood

I am committed, now as President and CEO, to continue the amazing work of this great organization to advance equity and create opportunities for all to ensure positive, sustainable change in the Greater Louisville region.

I look forward to meeting many of you in the coming months and am thrilled to work alongside you.

ADRIA JOHNSON

*President and CEO
Metro United Way*



IMPACT SPOTLIGHT: LOUISVILLE GROWING READERS



Louisville Growing Readers is a new initiative of The Ready for K Alliance which is a collaboration of 100+ partners committed to ensuring all children enter kindergarten ready to learn. Metro United Way serves as the community lead for this alliance, uniting organizations and individuals around the first, critical years of a child's life. Through Louisville Growing Readers, Ready 4 K is working to increase the daily habit of reading of children in Jefferson County because we know that reading is essential for success in school and life. The program works towards this goal in two ways, delivering 100 books directly

into a child's home and through partnership with National Center for Families Learning (NCFL) and Jefferson County Public Schools (JCPS) to create a home-school connection around literacy. Research shows that students with 100+ books in their homes and a daily habit of reading significantly outperformed their peers in standardized testing—independent of race, income, or parents' education level.

Alongside the 100 books delivered to homes, parents and caregivers receive content included with every book package, developed in association with NCFL, to provide evidence-based support for a two-generation learning model. NCFL also developed professional development for JCPS teachers using Louisville Growing Readers as a resource for family engagement.

Ready for K Alliance partners dedicated to supporting healthy literacy development in our community have secured enough funding in the initial year of Louisville Growing Readers for every kindergartener entering a JCPS Title I school in August 2021 to participate in the program and receive 100 books in their home.

[Learn more at metrounitedway.org/LGR](https://metrounitedway.org/LGR)

