

UWSM Tocqueville Designation Policy

Benefits of Tocqueville Society Membership

Assurance of Impact: Your investment will have maximum impact in the community, supporting meaningful causes.

Networking Opportunities: Engage with other business and community leaders who share a commitment to philanthropy.

Exclusive Invitations: Access to unique and exclusive events hosted by United Way of Southern Maine (UWSM).

Recognition: Optional recognition at our events, in our annual report, on our website, and in newspapers.

Tocqueville Gift Designation Policy

1. Investment Requirement: A minimum of \$5,000 (\$2,500 for Step-Up) must be invested in UWSM's Community Impact Fund, goal areas, affinity groups, or initiatives.

2. Recognition of Giving Level: A Tocqueville member's giving level will be recognized at the undesignated amount, plus that amount again in designated gifts. Designations above this amount will be processed but excluded from Tocqueville recognition.

Example

- **Tocqueville Members Total Payroll Deduction:** \$100,000
- **Amount Invested in UWSM and Its Initiatives:** \$25,000
- **Amount Designated to Other Organizations:** \$75,000
- **Amount to Be Counted in the Company's Campaign:** \$100,000
- **Amount to Be Processed by UWSM:** \$100,000
- **Amount Recognized in Tocqueville Society Giving:** \$50,000 (\$25,000 to UWSM X 2)

The UWSM Tocqueville Designation Policy ensures transparency in gift designation and reinforces our commitment to fostering community impact. By delineating clear guidelines for gift designation, we maintain the integrity of our program and recognition system. Tocqueville members can be confident that their contributions are being leveraged in the most effective manner to drive change in the Southern Maine community.

For any further inquiries regarding this policy, please contact Marjorie Hankla at mhankla@uwsme.org.