

United Way of Dane County Centennial: **Tocqueville Step-Up Program**

United Way's Centennial year is a special opportunity to celebrate a milestone while also ensuring another century of impact and innovation for our community. Your support can help unlock matching funds from American Family Insurance and Exact Sciences to endow United Way's 211 helpline and Volunteer Center – and ensure we can continue to serve our community for generations to come.

.....



Tocqueville Society is a network of invested and compassionate leaders who are focused on understanding Dane County's critical issues and creating measurable, lasting impact. Donors who give \$10,000 or more each year are members of Tocqueville Society, and you can become a member today through the Tocqueville Step-Up Program, committing to grow your annual gift to \$10,000 or more over the next three years.

How to Join:

- **Step 1:** Make a gift of \$5,000 or more and join the Tocqueville Step-Up Program. Your gift will unlock matching funds to make up the difference and amplify your impact to reach \$10,000.
- **Step 2:** Commit to a gift of \$7,500 or more in year two, unlocking matching funds to boost your impact to \$10,000.
- **Step 3:** Commit to a gift of \$10,000 or more in year three, supporting transformative change for local families.

Year One:
Up to \$5,000 of
matching funds
unlocked to reach
\$10,000 of impact

Year Two:
Up to \$2,500 of
matching funds
unlocked to reach
\$10,000 of impact

Year Three:
Your \$10,000
gift supports
transformative
change for local
families!