



MESSAGE FROM THE CEO

Dear Alexis de Tocqueville Society Members and Friends,

As President and CEO of United Way of Southern Nevada, it is with great honor and enthusiasm that I introduce to you our inaugural Tocqueville Society newsletter. This publication is a testament to the exceptional impact your generosity and unwavering commitment have made on our community. As Tocqueville Society members, your steadfast dedication to our cause exemplifies the true spirit of philanthropy and compassionate leadership. Within this newsletter, you will discover inspiring stories of lives transformed and learn about the impact made possible by your extraordinary support. Together, we are forging pathways towards a brighter, more equitable future for Southern Nevada. Thank you for being the driving force behind our mission. We are excited to share about the impact your dedication continues to have on our beloved community.



Pax,



Julian High
President and CEO
United Way of Southern Nevada

MESSAGE FROM THE CO-CHAIRS



If you are like most charitable people, you give to causes near and dear to your heart. Religious institutions are the top recipients of donations in this country. But most Americans also support a variety of other charities because they feel deeply connected to the particular mission of these organizations.

As the co-chairs of the Tocqueville Society, affiliated with United Way of Southern Nevada (UWSN), we give generously because of the depth and breadth of its mission. Did you know that United Way of Southern Nevada positively impacts 80 different non-profit organizations in our Southern Nevada community? Did you know that UWSN transforms the lives of local residents through its grants to organizations that support student success, workforce development, and community needs?

What is the Tocqueville Society? It is an international association of people who give at least \$10,000 annually to local United Way organizations. *As co-chairs of the local Tocqueville Society, we are enthusiastic philanthropists who believe that charitable gifts to United Way of Southern Nevada are the best way to have maximum impact on children, youth, and families living in poverty.*

With its structured grant application process, UWSN determines which local nonprofits have the demonstrated capacity to transform people's lives through their funded mission. With its strong connections to state and federal government officials and agencies, UWSN is able to leverage and distribute funds to address the most pressing needs of Southern Nevada residents. With its wide arms of outreach, UWSN convenes conversations between nonprofit

leaders and businesses to create just-in-time solutions and collaborative initiatives. These are only a few of the many reasons why we are such spirited ambassadors for giving to United Way of Southern Nevada!

"The United Way of Southern Nevada is near and dear to my heart. As we all know, the essential needs in Southern Nevada are huge and getting greater each day. The UWSN works diligently to address these needs, connecting donors to these needs through our Tocqueville Society giving. Please join me and Marta to support the Tocqueville Society this year." - Diane M. Carlson, Board Member and Tocqueville Society Co-chair

"Having lived in Nevada since 2002 and being involved in a variety of charitable organizations, I am so impressed by the nature of UWSN's mission! Its mission is to be the umbrella charitable organization in the broader community and that is exactly what it does. As a board member for three years, I've seen the transformative impact UWSN does in Southern Nevada through its expansive, yet focused, work. I believe that if you want your charitable donations to have the greatest impact, give to and through United Way of Southern Nevada." - Rev. Dr. Marta Poling Schmitt, Board Member and Tocqueville Society Co-chair

Diane Carlson and Marta Poling Schmitt
Co-chairs of Tocqueville Society

YOUR DOLLARS AT WORK



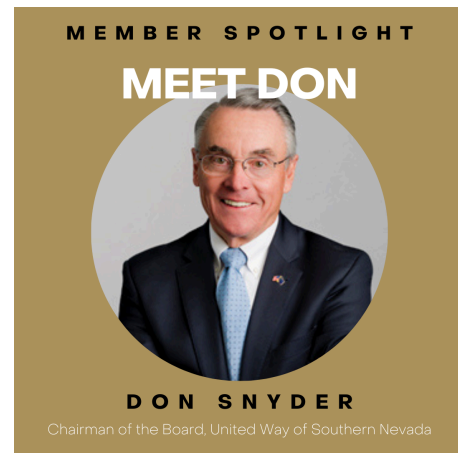
Watch the video to hear about UWSN's latest impact!

Make YOUR Impact Today

MEMBER SPOTLIGHT

What does it mean to you (and your family) to be a partner in the United Way of Southern Nevada mission?

I first became engaged with United Way when I started my banking career in California more than 50 years ago. Among other things, I had the pleasure to lead employee campaigns at the Bank. It was during that time that I visited several agencies supported by United Way. I saw one example after another of the positive impact United Way and its donors had on families throughout the community. I also saw that United Way was THE organization which best understood the social service needs of the community.



When I was given the opportunity to accept the position of President & CEO of First Interstate Bank of Nevada (now Wells Fargo Bank) more than 35 years ago, my family and I moved to Las Vegas and quickly became engaged in our community. United Way of Southern Nevada was one of three organizations I chose to initially engage. The other two were the Clark County School District and UNLV.

At United Way, I saw the tremendous social service needs of our rapidly growing community. Knowing that United Way was the best way to address those needs, I joined the Board and its Executive Committee, chaired two Community Annual Employee campaigns, and then was elected to serve as Chairman of the Board of Directors -- all in my first 5 years in Las Vegas. It was an honor and a pleasure to do those things, but it also played a key role in my subsequent engagement in leadership roles with several other organizations which have been important to building Las Vegas into the community it is today.

What Community Impact pillar means the most to you and why?

All three Community Impact pillars are important to me as they all speak to my engagement in United Way and the community as a whole.

Student Success is why I initially engaged with CCSD and UNLV; and why today I continue that engagement along with serving on the Board of the Public Education Foundation. It is a special honor to have an elementary school named after my wife and me -- the Don & Dee Snyder Elementary School.

Workforce Development has also been a consistent focus of my work in the community over the past 35 years. Beyond my work with CCSD and UNLV, I have been integrally involved in the State's workforce development programs, STEM (and STEAM) development efforts, professional sports developments, and economic development & diversification efforts.

Community Supports activities were behind my initial engagement with United Way and I clearly understand that the community would be in a far worse position without United Way and its understanding of, and impact on, community needs.

Why did you become a Tocqueville Society member?

Early on, I saw the tremendous gap between community needs and the resources available to meet those needs. Tocqueville Society provides an opportunity to demonstrate leadership in a way that encourages others to step up in a leadership way to help meet the community needs.

Share a fun fact about yourself!

Having provided the volunteer leadership for what became The Smith Center for the Performing Arts eleven years ago, many people have made comments to the effect of: "You must have grown up with the arts to have made such a profound commitment to The Smith Center". My response was always "Yes, I was born and raised in South Dakota and Wyoming when we had lots of world class performing arts centers --ZERO".

I actually got involved from my years with First Interstate Bank in Las Vegas. It

was a challenge to recruit experienced bankers to move to Las Vegas in those days. I could get the candidate excited about the professional opportunity, but often could not overcome the reaction from the candidate's family when they would say "You want us to move where?" These candidates were typically from major cities which had world class performing arts centers (and other things) which did not exist in Las Vegas. I decided to play a leading role in addressing those concerns.

UPCOMING EVENTS



An Evening of Gratitude

**Thursday, September 7 | 5:30 PM |
Boom Bang Fine Foods & Cocktails |
75 S. Valle Verde Drive Ste 160,
Henderson, NV 89012**

Join us for a Tocqueville Society cultivation event for current members and potential new members. Appetizers and drinks will be served.

[CLICK HERE TO RSVP](#)

Women United Suit Drive

October 16 - November 9 | Various Locations Across Southern Nevada

Join us for UWSN Women United's 16th Annual Suit Drive! Donate gently used business suits, dresses, hospital scrubs, coats, shoes, and accessories and celebrate the success of the Suit Drive at the Luncheon!



[MORE INFO](#)

GET INVOLVED

Join us for United Way of Southern Nevada's largest, one-day volunteer event, Day of Caring, on Friday, September 22, 2023 at Stoney's Rockin' Country (located inside Town Square Las Vegas). If you're interested in signing up for a Tocqueville Society member volunteer opportunity, please click the link below.



[MORE INFO](#)

REFER A FRIEND



My name is Brett McAnnany, and I proudly serve as the Director of Donor Relationships and the Tocqueville Society for United Way of Southern Nevada. Having called Las Vegas home since 1984, I hold a deep commitment to improving our community.

Today, I'd like to extend an invitation to our current Tocqueville members. I encourage you to reach out to your networks and refer friends or acquaintances who might find value in becoming members of United Way of Southern Nevada's Tocqueville Society. It's through our collective efforts that we can make a significant impact on the lives of those in need within our community. Let's work together to create a stronger and more vibrant future for Southern Nevada.

Email me to refer a friend today at BrettM@uwsn.org!

DONATE TODAY



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