

MEMBER SPOTLIGHTS

MANDY AND JARRETT LAUBACH

Bethlehem, Pa.
Children
John (10)
Sarah (4)
ADT Members
since 2018



“UNITED WAY ASSURES US THAT OUR CONTRIBUTION MAKES A PURPOSEFUL IMPACT. THE FLEXIBILITY TO DIRECT DOLLARS TO CAUSES IMPORTANT TO OUR FAMILY WHILE ALSO INVESTING IN UNITED WAY PROGRAMMING THAT SUPPORTS COMMUNITY NEEDS IS INFLUENTIAL TO OUR GIVING.”

KEVIN AND SKYE GREENE

Allentown, Pa.
Children
Xavier (6)
ADT Members
since 2021



“WE ARE DEDICATED TO SUPPORTING EQUITABLE IMPACT. WE ARE PART OF TOCQUEVILLE BECAUSE IT ALLOWS US TO ACTUALIZE IMPACT: BE ON EVERY LEVEL OF THE PROCESS, ENSURING OUTCOMES THAT WE WANT TO SEE IN OUR COMMUNITY.”

REBECCA AND PAUL FRANCIS

Center Valley, Pa.
Children
Priya (18)
Tessa (15)
ADT Members
since 2021



“GIVING THROUGH UNITED WAY PROVIDES US WITH A SIMPLER AND MORE STRUCTURED WAY TO SUPPORT THE CHARITIES AND ORGANIZATIONS WE BELIEVE IN. BEING A TOCQUEVILLE MEMBER HAS HELPED US ON OUR JOURNEY TO BE MORE CHARITABLE MEMBERS OF OUR COMMUNITY.”



United Way of the Greater Lehigh Valley
Tocqueville Society
1110 American Parkway NE, Suite F-120
Allentown, PA 18109

<<FormalHouseholdSalutation>>
<<Street1>>
<<City>>, <<State>> <<Zip>>

UPCOMING EVENTS

We hope you'll mark your calendars and join us for these upcoming engagement opportunities.

For more information, contact Kristen Quirk at KristenQ@unitedwayglv.org or 610-807-5722.

Thursday, January 19, 2023
Tocqueville Society Celebration
The Wilbur Mansion, Bethlehem
Sponsored by Dual Temp Company Inc.

Wednesday, February 15, 2023
Impact in Action Tour

Tuesday, April 4, 2023
Celebration of Caring

United Way of the
Greater Lehigh Valley

TOCQUEVILLE SOCIETY

NEWSLETTER • FALL 2022



BUILD TOMORROW TODAY

UNITED TO ADDRESS HOUSING INSECURITY

122,000 HOUSEHOLDS
▶ **STRUGGLE** WITH
FINANCIAL INSTABILITY

30% INCREASE IN
HOMELESSNESS SINCE 2020
▶ 50% AMONG FAMILIES WITH CHILDREN

Homelessness and housing insecurity are on the rise for Greater Lehigh Valley residents. In fact, housing ranks as the top challenge for families in United Way Community Schools which support students' basic needs in 32 of the region's high-need schools.

"For families with children, we know that there is a direct connection between stable housing and students' mental health and academic achievement," said Beth Tomlinson, United Way Sr. Director, Community Resilience.

To help stabilize students and families, United Way partnered with New Bethany Ministries to pilot housing advocates in three South Bethlehem schools with funding from a member of Tocqueville Society.

Housing Advocates are an innovative housing solution that directly helps families connect to resources to find or maintain affordable housing. When students in a United Way Community School inform school staff that they are experiencing housing insecurity, staff will refer them to a Housing Advocate who helps to:

**MITIGATE EVICTION
PREVENT HOMELESSNESS
IMPROVE HOUSING SECURITY**

**DECREASE STUDENT MOBILITY
SUPPORT STUDENT ACHIEVEMENT**

In the program's first year, advocates assisted 40 families, including Diana's, who faced eviction after a hospitalization caused her to fall behind on rent.

With continued support, this program can expand to reach more families who need housing assistance. To learn how you can help, contact Kristen Quirk at 610-807-5722 or KristenQ@unitedwayglv.org.

**"OUR HOUSING ADVOCATE DIDN'T
QUIT, AND BECAUSE OF HER,
WE'RE STILL AT HOME."**

Diana, Bethlehem Area School District Parent

BE A HOUSING HERO

In honor of every new or increased donor, PPL Foundation will make an additional gift to prevent homelessness and keep local families in their homes.

TEXT HOUSE TO 40403

"Our mission is two-fold: help provide assistance to families and individuals to stay in their homes and provide crisis support for individuals who have lost their homes and need emergency shelter and care."

— Vince Sorgi, PPL Corp. President and CEO
2022 UW Campaign Co-Chair



FROM YOUR CO-CHAIRS

The energy around the growing Tocqueville Society membership has never been more contagious. Each of you has exemplified active advocacy with your peers, professional colleagues and community fellows to bring light to United Way's strategies to fight for the health, safety and education of all Lehigh Valley residents. We are both extremely proud to join with all of you to continue the great work led by United Way's expert staff and partner agencies. The 2022 campaign year is running full speed ahead thanks to the enthusiastic co-chairs Ashley and Joe Russo and Vince and Michelle Sorgi.

It is because of you and your philanthropic leadership that United Way is in a position of strength today. Tocqueville Society level support means:

18,888 ▶ **STUDENTS SERVED IN UNITED WAY
COMMUNITY SCHOOLS**

44,915 ▶ **PEOPLE SERVED IN UNITED WAY-SUPPORTED
FOOD ACCESS PROGRAMS**

2,622 ▶ **OLDER ADULTS REACHED THROUGH UNITED
WAY-SUPPORTED HEALTHY AGING PROGRAMS**

We hope you and your family members enjoyed the volunteer opportunity to build a legacy of philanthropy at Tocqueville's recent Make a Difference Day. Together, we continue to build a thriving tomorrow today.

Frank Lawler
Chair

Colleen Gilbert
Vice Chair

2030 BOLD GOALS

With your support, we can invest in bold solutions that build a thriving tomorrow today.

↑ COMMUNITY STABILITY

Increase community safety and stability through **food, housing and mental health**

- Food Access
- Housing Access
- Mental Health Resources

↑ HEALTHY AGING

Increase the percentage of older adults connected with resources to **improve their health and quality of life**

- Community Hubs
- Connection to Resources
- Support for People with Dementia and Their Caregivers

↑ EDUCATION

Increase the percentage of students **ready to learn** and **successful in school** so they **graduate** ready for life, college and career

- Early Literacy
- Kindergarten Readiness
- Community Schools
- Social-emotional Wellness
- Family Stability
- Summer Learning