

MEMBER SPOTLIGHTS

PAUL AND KYM FARR

Center Valley, Pa.

Children
Caleb (23)
Ivy (21)
Jade (21)
Jacob (20)
Lily (18)
Noah (12)

Members
since 2003



“Our family strongly believes in the power of coordinated action and recognizes Tocqueville’s significant contributions toward achieving United Way’s community goals. We have been supporting United Way since 1990 and have gradually increased our involvement with the organization, its nonprofit partners, actively volunteering in Allentown schools and Day of Caring events.”

STEVE JONES AND MELANIE SANCHEZ-JONES

Center Valley, Pa.

Children
Zac (23)
Alex (20)

Members
since 2021



“We choose to support United Way because of its commitment to meaningful and impactful goals. We recognize the importance of a strong foundation in providing equal opportunities for every child’s future. United Way provides an opportunity for everyone to contribute toward creating positive change in our communities.”

CHRIS BALDRIGE AND DAVID SKERPON

Harrisburg, Pa.

Children
Gregg (44)
Jennifer (38)
Joseph (32)

Members
since 2003



“Prior involvement with the Capital Region affiliate gave us personal experience with United Way programs. We supported the organization in various capacities, including serving as Campaign, Board and Tocqueville chairs. Chris’s position as a principal in the Allentown School District has allowed us to witness firsthand the positive impact that United Way has on students and the 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 Amy Golding at AmyG@unitedwayglv.org or 610-807-5722.

Thursday, September 14, 2023
UWGLV Day of Caring

Thursday, September 28, 2023
Tocqueville Society Celebration

Saturday, October 28, 2023
Tocqueville Society
Make a Difference Day

United Way of the
Greater Lehigh Valley



TOCQUEVILLE SOCIETY

NEWSLETTER • SPRING 2023





BUILDING AN AGE-FRIENDLY LEHIGH VALLEY

EXPANDING SUPPORT FOR PEOPLE WITH DEMENTIA AND THEIR CAREGIVERS



Adult day services for older adults provide socialization and engagement in a safe and supervised environment, while giving caregivers some respite from the demands of care giving and often delaying nursing home placement.



Project Lifesaver is a search-and-rescue program that ensures individuals with dementia who are prone to wandering can be located and brought home safely, giving families and caregivers peace of mind that their loved ones will be found quickly.



Savvy Caregiver helps caregivers learn strategies to enhance their day-to-day time with their person living with dementia, while decreasing their stress, burden and depression and increasing their sense of competence and confidence in their care role.

25,000 PEOPLE IN THE LEHIGH VALLEY
ARE LIVING WITH **ALZHEIMER'S AND DEMENTIA**
▶ **ESTIMATED 75,000 BY 2050**

As the population of the Greater Lehigh Valley ages, more people are living with or caring for someone with Alzheimer's or dementia. By 2050, estimates suggest it will impact as many as one in 10 people in our region, impacting healthcare systems, workers, communities, families and patients.

"Most importantly, it impacts quality of life for people living with dementia and their caregivers. At United Way and Age-Friendly Lehigh Valley, we strive to connect older adults with the resources they need to improve their health and well-being, so that they can remain in the community, stay engaged and thrive in day-to-day living," said Carmen Bell, United Way Senior Director of Healthy Aging.

With support from the Fleming Foundation and donors like you, United Way has expanded investments that help improve the lives of Lehigh Valley residents who have Alzheimer's and dementia and for those who care for them. Funded initiatives focus on:

- Decreasing stigma
- Increasing opportunities for meaningful social interaction
- Increasing early diagnosis
- Addressing the changing needs of people living with dementia

PLANNED GIVING: LEE AND DOLLY BUTZ



Lee and Dolly Butz have always led by example. As Chairman of Alvin H. Butz, Inc., Lee takes pride in the company's 100% employee participation in United Way's Campaign – a tradition for 35 consecutive years. Lee and Dolly are founding members of our Tocqueville Society and in 1997, they chaired United Way's campaign, raising 9.5% more funds than in the previous campaign.

In the process of establishing the Lee and Dolly Butz Foundation to support United Way in perpetuity, they are proud that their daughter, Shari, and grandsons, Mike and Steve, will also serve as trustees of their foundation.

"It is our duty to leave our community a better place for generations to come. Dolly and I hope we can play a small part and inspire others to do similarly."

– Lee Butz

MEET OUR NEW PHILANTHROPY TEAM STAFF



Amy Golding

Associate Vice President,
Philanthropy and Donor Engagement

Amy will lead donor engagement and philanthropy for Tocqueville Society donors and prospects.



Lindsey A. H. Parks

Special Gifts Officer

Lindsey will secure special major gifts that will fund initiatives in our community focused on specific areas.

FROM YOUR CO-CHAIRS

We write this letter with gratitude after learning that our United Way experienced a **record-breaking campaign** that raised **\$22,642,018**. Congratulations to co-chairs Vince and Michelle Sorgi and Ashley and Joe Russo for their enthusiasm, leadership and dedication to another successful year. They made it look easy, and we understand the hard work and many hours that it took.

Our goal over the past few years has been to share the story of United Way with friends, colleagues and family. As a group, you have been actively talking about the organization's collective impact and the boots-on-the-ground work carried out by staff to improve education, older adult lifestyles and community and family resilience and stability. We are happy to report that it made a difference. This year's Tocqueville participation steadily increased thanks to your commitment to share your "why."

We welcome new members and thank those who participated in increasing the ranks of donors committed to change. Our gratitude extends to the United Way staff for supporting our efforts and helping to build and maintain these important new relationships. And our utmost appreciation to outgoing chair Frank Lawler, under whose guidance Tocqueville experienced such tremendous growth. **Thank you, Frank, for your leadership and continued support of donor participation.**

We hope to see everyone at the next Tocqueville event and wish you and your families a healthy and safe summer.

Colleen and Mark Gilbert
Committee Co-Chairs

Adam McMahon
Committee Vice Chair



343 TOCQUEVILLE FAMILIES
▶ **71 NEW IN 2022-23**

\$14.8M RAISED
▶ **RECORD-SETTING**

\$500,000

leveraged through PPL Foundation's
Be a Housing Hero initiative

