Town of Palm Beach United Way honors leadership givers at Tocqueville Society Reception

FOR RELEASE: April 27, 2021

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PALM BEACH, Fla. – The Town of Palm Beach United Way hosted a cocktail reception on Monday, April 26, at the Ann Norton Sculpture Gardens to thank major donors and welcome new members of its esteemed Alexis de Tocqueville Society.

Tocqueville Society members are the United Way’s most generous, community-minded donors who each year contribute $10,000 or more to the Town of Palm Beach United Way’s annual campaign. They are compassionate leaders who recognize the importance of building a strong community today and preparing for tomorrow.

“Tocqueville Society members are the backbone of the Town of Palm Beach United Way,” said Nicola and Jeff Marcus, chairs of the Tocqueville Society campaign for the last two years. “During this time of turmoil and uncertainty in our community, they have been the leaders in providing resources and hope to people when it mattered most. We are in awe of them.”

This year, contributions from Tocqueville Society members were over $3.9 million. Tocqueville giving represents about 77% of the overall campaign. Since its founding in 1990, members have donated over $82 million to address the needs of Palm Beach County.

Funds raised through the Tocqueville Campaign help the Town of Palm Beach United Way support 71 health and human service programs at 40 nonprofit agencies throughout Palm Beach County that in turn assist more than 450,000 children and adults each year.

“Tocqueville donors make it possible for the Town of Palm Beach United Way to carry out its mission,” said Mary Freitas, chairman of the Board of Trustees. “It’s because of these remarkable philanthropists that we are able to address pressing social needs, improve the lives of countless individuals, and create lasting change in our community.”

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