



## United Way Supports Long-Term Needs of Flood Victims

Before the floodwaters crested, the Tulsa Area United Way convened a community-wide meeting to plan a long-term response to the disaster.

More than three dozen companies, foundations and nonprofit organizations gathered at United Way headquarters to determine how they could help those affected by the flooding and tornadoes after the initial emergency response.

“The needs of residents affected by a natural disaster often don’t become apparent for weeks or even months later, long after the disaster has receded from the headlines,” said Brent Sadler, Vice President of Community Investments. “In times of disaster, or unplanned community need, the United Way is uniquely positioned to convene the community to respond.”

Several United Way partner agencies provided immediate relief to flood victims, including the American Red Cross, Salvation Army and others.

The Tulsa Area United Way and the Tulsa

Community Foundation (TCF) also established the Disaster Relief Fund for Eastern Oklahoma to support nonprofit organizations which provide services and support to residents affected by the flooding. Donations made to the fund will assist with mid-term and long-term funding needs.

“Social, physical and emotional needs often become evident several months after a disaster,” Sadler said.

Later this summer, the United Way will work with TCF to assess needs, review grant applications, and approve allocations to area nonprofit organizations.

Grants will assist agencies in covering unexpected operating costs, as well as expenses related to direct services for those affected by the storm, such as shelter, food, home repair, health, mental health and other disaster relief services. Special emphasis will be placed on services for low-income, elderly, disabled, and other special needs populations.

## Tocqueville Members Mentor Emerging Leaders

Tocqueville members can shape the next generation of leaders and philanthropists by mentoring a member of the United Way’s Emerging Leaders Society (ELS).

ELS members who give at the Phillips Level of \$2,500 qualify for a Tocqueville mentor.

From there, the pairs will form a close partnership that will continue through next summer and perhaps beyond, guided by United Way staff.

“One of our primary goals for the Emerging Leaders Society is to prepare and develop the next generation of philanthropists and community leaders,” said Heidi Braver, Director of Volunteer Experience. “Interaction with Tocqueville members is an important part of that process.”

To serve as a mentor, contact Heidi at [hbraver@tauw.org](mailto:hbraver@tauw.org) or 918-295-6660.

## On the Horizon

Alexis de Tocqueville Society – Emerging Leaders Society Annual All-Star Softball Game

6:00 p.m. | Wednesday, Aug. 14  
University of Tulsa Softball Field  
Sixth St. & Delaware Ave.

### Day of Caring

Kick-Off & Breakfast Including Launch of Retire United

7:00 p.m. | Friday, Sept. 6  
VFW Post 577  
1109 E. Sixth St.

### Campaign Kick-Off & Goal Announcement

7:00 p.m. | Friday, Sept. 6  
Jenks - Bixby High School Football Game

Allen Trimble Stadium - Jenks  
*Tickets available at the gate*

### Alexis de Tocqueville Society Annual Fall Reception

5:30 - 7:30 p.m. | Thursday, Sept. 12  
The Galley  
12626 S. Memorial  
*Please register*

### Monthly Tocqueville Luncheon Series

Third Thursday of Each Month  
11:30 a.m. | Thursday, Sept. 19  
Summit Club  
15 W. Sixth St.  
*Please register*

### Unite! End-of-Campaign Celebration

5:30 - 7:00 | Thursday, Nov. 7  
Tulsa Club Hotel  
115 E. Fifth St.

# philanthropie

Alexis de Tocqueville Society

TULSA AREA UNITED WAY | SUMMER 2019

## Tulsa ADT Names Director of Donor Relations



Amanda Morrall

The Tulsa Area United Way is proud to announce its first full-time staff member devoted to managing the Alexis de Tocqueville Society and relationships with local foundations – Amanda Morrall.

Amanda will serve as the first Director of Donor Relations and will be responsible for increasing membership in the Tocqueville Society, retaining members, and communicating with members on a regular basis.

“We believe there is tremendous growth potential with our Alexis de Tocqueville Society, and the first step toward that growth is the addition of a full-time staff member to add value to our donors’ experiences,” said Alison Anthony, President and CEO. “Through Amanda’s leadership, we plan to significantly increase the size of our Tocqueville Society and support from foundations.”

Part of that growth will be a new luncheon

series for Tocqueville members and events for new members (*for more information, see page three of this newsletter*).

Previously, Amanda served in several roles at Tulsa Public Schools, including Special Assistant to the Superintendent.

She is no stranger to the United Way. At Tulsa Public Schools, she coordinated the district’s United Way campaign where they achieved substantial growth in leadership giving over the last three years.

Amanda also served as an intern at the White House in Washington, D.C., and a fellow at the United Way of Greater Los Angeles. A native of Kansas City, Missouri, she received a Master of Public Policy at UCLA and completed her undergraduate studies at Duke University. “I’m looking forward to strengthening relationships with Tocqueville members and discovering their philanthropic and community interests.”

## Mother-and-Daughter Team to Lead 2019 ADT Campaign

Former Mayor Kathy Taylor, and her daughter, Elizabeth Ellison, President and CEO of the Lobeck Taylor Family Foundation, have been named 2019 Co-Chairs of the Alexis de Tocqueville Society Campaign Cabinet.

Mayor Taylor needs no introduction. She served as Tulsa’s 38th Mayor, drawing from years of experience as a business executive and corporate attorney.

She has long served as a tireless advocate and change agent for Tulsa. Through decades of steadfast public service and significant community investments by the Lobeck Taylor Family Foundation, Mayor Taylor has been at the forefront of several initiatives to advance our community.

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Kathy Taylor & Elizabeth Ellison



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918-583-7171 | [TAUW.ORG](http://TAUW.ORG)



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United Way Supports Flood Victims



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Elizabeth also has made a significant impact in the Tulsa area, leading the the Lobeck Taylor Family Foundation's programs including Mother Road Market, Kitchen 66, Kiva Tulsa and the Tulsa Start-Up Series, as well as a vast grantee portfolio. Under her leadership, the foundation has committed over \$11 million to

back critical issues including entrepreneurship, education, and health.

She has served on numerous boards, including Street School, Tulsa CARES, and Global Gardens. Elizabeth also served on the Tulsa Area United Way Board of Directors as Chair of Community Collaborative Initiatives, and is a member of Women United.

She received bachelor's and law degrees from the University of Oklahoma and worked as a legislative assistant for Rep. Dan Boren in Washington, D.C.

"We are honored to provide leadership for one of Tulsa's premier philanthropic organizations," said Mayor Taylor.

## Message from the President & CEO

Throughout this issue of *philanthropie*, you will see exciting new initiatives and leadership of the Alexis de Tocqueville Society, including new 2019 Society Campaign Cabinet Co-Chairs, an Advisory Council, and our first full-time staff member dedicated to reinvigorating the society and expanding its membership.

Individual donors outside of the traditional workplace campaign have never been more important to the United Way. Although the workplace campaign is still vibrant in Tulsa, the U.S workplace is changing, and we, too, have to be innovative to meet community needs and engage our donors in meaningful ways to be make a difference.

Last year, 250 Tocqueville members provided 17 percent of the total United Way campaign, almost one in five dollars. This year, we anticipate increasing the number of Tocqueville members and gift levels, with plans for even more expansion in the years to come, thanks to

new staff and ways for donors to get personally involved, like the exciting new luncheon series.

We will also be announcing two new Giving Levels within the Tocqueville Society – one for those contributing \$25,000 a year, and the Centennial Society for those who increase their annual giving to \$100,000 by 2024, the Tulsa Area United Way's 100th Anniversary.

Speaking of our Centennial Year, you will notice more United Way activities associated with this significant milestone. Stay tuned!

Together, by growing our Tocqueville Society, we can have a major impact on the annual United Way campaign, our region's top nonprofit organizations, and the well-being of our community.

Thank you for your inspiring philanthropic leadership. At a time when many in our community feel alone, your generosity provides hope and connection.



*Alison Anthony*

Alison Anthony  
President and CEO  
Tulsa Area United Way

## First ADT Advisory Council to Lead Engagement Growth

A new Alexis de Tocqueville Society Advisory Council will focus on the retention of members, determine members' interests, and plan Tocqueville events for increased donor engagement and value.

JoAnn Schaub will serve as first Chair of the council. Schaub has been a Tocqueville member for several years and is Senior Vice President and Director, Institutional Wealth at BOK Financial.

To date, Advisory Council members include Robyn Ewing and Keith Bailey.

"The council will play a leading role in reinvigorating and growing our Tocqueville Society, as well as determining the future direction of the organization," Schaub said. "I am so excited to serve as your first Chair."

If you are interested in serving on the Advisory Council, please contact Laura Bell at [lbell@tauw.org](mailto:lbell@tauw.org) or 918-295-6618.



## Fall Reception: Cars, Candy and Soda Fountain

One of the nation's most impressively curated collection of restored automobiles, a fully stocked candy shop, and an old-fashioned diner and soda fountain will be the backdrop for the annual Fall Reception of the Alexis de Tocqueville Society.

This year's reception will be held at The Galley, 12626 S. Memorial, from 5:30 – 7 p.m. on Thursday, Sept. 12. The Galley is a high-end kitchen design center, which includes the unique features listed above, owned by Tocqueville member Scott Anderson.

"This is a Tocqueville event you won't want to miss," said Alison Anthony, President and CEO. "The Galley is a hidden gem in our city not open to the public, so very few people have experienced the amazing atmosphere that Scott has created."

To RSVP for the reception, please contact Laura Bell at [lbell@tauw.org](mailto:lbell@tauw.org) or 918-295-6618. Watch for your invitation in the mail soon.

## Tocqueville Society Launches Third Thursday Luncheon Series

This year, the Alexis de Tocqueville Society will launch a new Luncheon Series, scheduled for the Third Thursday of each month.

The first luncheon will be held at 11:30 a.m. Thursday, Sept. 19, at the Summit Club.

The inaugural season of the lecture series will be sponsored by Bank of Oklahoma.

We are excited about this strategic effort to engage Tocqueville members "beyond the check," said Alison Anthony, President and CEO.

The luncheon series will feature speakers drawn from the Tocqueville membership presenting insight and "an insider's perspective" into innovative initiatives and leadership reflection in business, philanthropy, and government, Anthony said.

The first speakers will be announced soon – watch for your invitation by email and regular mail. To register for the first luncheon, please contact Laura Bell at [lbell@tauw.org](mailto:lbell@tauw.org) or 918-295-6618.

