

Un-Auction *Continued from page 1*

least \$1,000 will enjoy brunch, cocktails and music on the lawn of the McBirney Mansion, with a front row seat to one of Tulsa's primary sporting events. The mansion, owned by Tocqueville members Wendy and Gentner Drummond, is located on the Tulsa Tough route.



The event will be held on Sunday, June 10, 2018, the final day of the Tulsa Tough races. A total of 59 Tocqueville members generously increased their annual support of the Tulsa Area United Way, for a total of \$263,191.

Secondly, Tocqueville members bid on a New York experience through the eyes of famed designer Carolina Herrera. The winning bidder will take a guided tour of Ms. Herrera's design studios, followed by lunch at

her favorite restaurant. Guests will stay at the Nomad Hotel, with the added convenience of a personal driver. The package also includes a \$1,500 credit toward Herrera merchandise at Aberson's, a \$750 airline credit and tickets to the newest Broadway sensation "Come from Away."

Another lucky Tocqueville member will enjoy three bottles of 2009 Kayli Morgan Cabernet Sauvignon, un-auction item no. 3. Robert Parker of *Wine Advocate* raved about this wine. The Hundred Acre wines have been



Kayli Morgan Cabernet Sauvignon

Tocqueville staples for many years, and these were the final bottles of the collection.

Tocqueville members also had the opportunity to bid on eight limited-edition lithographs by R.C. Gorman, a Native American artist from the Navajo Nation. Gorman was called the "Picasso of American Indian artists" by *The New York Times*. These are prestigious works, and several are still available for bidding, with proceeds going to next year's campaign. To learn more, contact Laura Bell at lbell@tauw.org or 918-295-6618.



R.C. Gorman



Studios of Carolina Herrera

More to Come

Next spring, Tocqueville members will be offered the opportunity to bid on 350,000 miles on American Airlines, generously donated by the airline's maintenance base in Tulsa. These miles will be applicable toward domestic or international flights. Watch for your opportunity to take advantage of this mileage bonanza! Where will you go?



philanthropie

Alexis de Tocqueville Society

TULSA AREA UNITED WAY | WINTER 2017

United Way Surpasses Goal by More Than Half-Million Dollars

The Tulsa Area United Way surpassed its \$25 million goal by more than a half million dollars this year, raising \$25,601,386 for the community.

Last year, the Tulsa Area United Way raised \$25,323,712.

In the last 94 years, the local United Way has invested \$774,034,814 in the community.

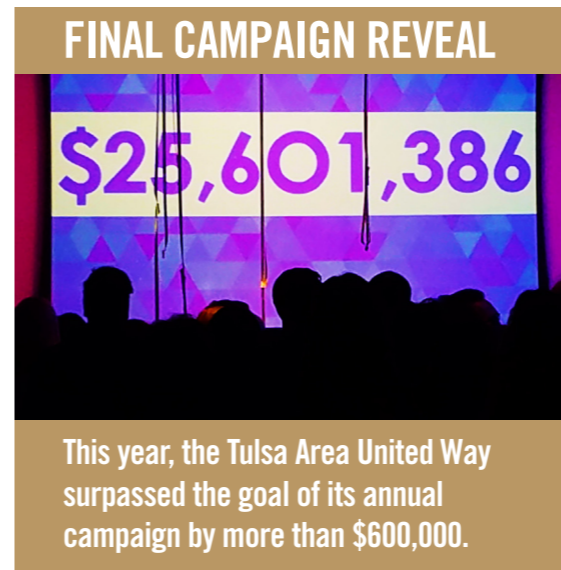
The local United Way announced the grand total of its annual campaign at the Unite celebration, held recently at the newly renovated Tulsa City-County Library.

"This was a community-wide effort – more than 40,000 individuals and 1,200 companies, both large and small, participated in this year's campaign," said John Hewitt, CEO of Matrix Service Company and 2017 Chair of the Tulsa Area United Way campaign.

"The tremendous success of this year's campaign is a testament to the generosity of citizens in the Tulsa area," said Mark Graham, President and CEO of the Tulsa Area United Way.

The campaign will fund 59 partner agencies in the areas of education, health/safety and financial stability, as well as eight community collaborative initiatives and Social Innovation Grants, beginning on Jan. 1.

"We are pleased and honored to make this investment in our community, but it's important to remember that our partner agencies will face growing needs in 2018," he said.



FINAL CAMPAIGN REVEAL

\$25,601,386

This year, the Tulsa Area United Way surpassed the goal of its annual campaign by more than \$600,000.

Un-Auction a Rousing Success

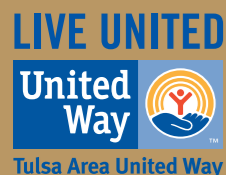
Members of the Alexis de Tocqueville Society who attended the annual fall reception may have noticed something missing – the live auction.

"The annual reception is a time for Society members to catch up and connect with the needs of the campaign. Rather than conducted a live auction in the midst of that program, we decided to have a rolling auction, and include all AdT members in the process" said Sid McAnnally. "We are very pleased with the result."

The omission was intentional. This year, the Tulsa Area United Way and Tocqueville Co-Chairs April and Sid McAnnally, working with CEO Mark Graham, decided to try something different – an "un-auction." Several un-auction items were presented to Tocqueville members for bidding via email throughout the fall campaign season.

The first un-auction item was an opportunity to attend the first-ever Tocqueville Tulsa Tough Experience. Current and new members who increased their annual contribution by at

Please see "Un-Auction" Page 4



Alexis de Tocqueville Society
of the Tulsa Area United Way

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INSIDE:
Thank You From
Our Co-Chairs

UNITE!
2017

Unique Un-Auction
Items



Letter from our Co-Chairs

Thank you for the opportunity to serve as your Co-Chairs of the Alexis de Tocqueville Society in 2017. The opportunity to work with Campaign Chair John Hewitt, the TAUW team and each of you was a privilege.

The Alexis de Tocqueville Society is one of Tulsa's premier charitable organizations. Like so many people new to Tulsa, we have been impressed by the Society's dedication and generosity. This year, Tocqueville members exceeded our goal, contributing more than \$4 million toward the annual Tulsa Area United Way campaign, and attracting 20 new inductees for a total of 249 active members.

Much of the success of this year's campaign can be attributed to a new initiative to identify and attract new Tocqueville members who were part of major corporate campaigns. In addition, our innovative Step-Up program yielded 10 participants, along with matching funds from a generous Tulsa foundation.

We also tried a new concept known as an "Un-Auction", and it exceeded our hopes, raising more than a quarter million dollars. Instead of conducting a live auction at our annual fall reception, we emailed auction items to Tocqueville members and requested bids. This proved to be a popular and highly successful approach. Thank you to those current and new members who participated. To those who missed this opportunity, you'll have another chance to bid on some exciting items next spring.

Many of you are aware that the Tulsa Area United Way surpassed its goal this year by more than a half million dollars. However, our partner agencies are facing state and federal budget reductions and increasing community needs. Although the United Way cannot make up for the lack of state funding, our support has never been more important, and the over-goal funding will be allocated by our United Way's Community Investments

Cabinet, which is made up entirely of volunteers. They will make these important decisions during the first quarter of 2018.

In closing, thank you for the support that you provided to this year's campaign. Like you, we remain committed to the Tocqueville Society and our local United Way.

April and Sid McAnnally
2017 Co-Chairs
Alexis de Tocqueville Society



Members of the Alexis de Tocqueville Society recently joined other volunteers and contributors to celebrate the success of the annual Tulsa Area United Way campaign at the Unite celebration at the Tulsa City-County Library.



Will and Miranda Turner are flanked by John Hewitt, 2017 Campaign Chair (left) and Alison Anthony, the new Chief Operating Officer at the Tulsa Area United Way. Will Turner served as an Ambassador for this year's United Way campaign.



Kirsten and Mark Graham, President and CEO, celebrate a successful campaign.

UNITE

November 9, 2017

\$25,601,386



Sid McAnnally, 2017 Co-Chair of the Alexis de Tocqueville Society (right) reports the total amount of this year's Tocqueville campaign at the Unite celebration, with Gerry and Betsy Jackson at the podium.



The Hewitt family commemorates a successful United Way campaign.



The south face of the BOK Tower reflects this year's successful campaign.

PLEASE JOIN US!

BECAUSE OF YOU

2018 LIVE UNITED AWARDS & LUNCHEON
Tuesday Feb. 13, 2018 • Cox Business Center