

UNITED WAY OF  
GREATER HOUSTON  
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Alexis  
de Tocqueville  
Society

## new member challenge match program

Alexis de Tocqueville Society members build the foundation for a better future. The Alexis de Tocqueville Society Million Dollar Challenge Match is made possible by a group of committed leaders that come together to establish a matching fund to encourage new and increased giving. Their generosity leverages your contribution and makes a greater impact on our community.

### how it works

#### New member gives \$10,000 gift

\$10,000 will provide quality early childhood education for a year for 3 low-income children, helping insure they are on track and ready to succeed when they enter kindergarten. (*unit cost - \$2,955 per child per year or \$11.82 per child per day*)



#### \$5,000 match

New members at \$10,000 will generate a \$5,000 match and will be recognized at Member Level.



An additional **\$5,000** to United Way will provide basic needs assistance such as rental/utility assistance and case management for **8 households**.