

A legacy of philanthropy

What great memories I have of Doug Squillario's year as Campaign Chairman in 1996 when Julian Saul established our Alexis de Tocqueville

Society with 23 members contributing \$230,000. To celebrate this legacy of major giving, our United Way recently hosted the Peacock Palooza with members of our Alexis de Tocqueville Society, Leadership Circle of Giving, Women's Leadership Council, and Young Leaders Society.

A major highlight in my 12 years of serving as president of our United Way was at the Peacock Palooza when we presented the Alexis de Tocqueville Society Award to Julian Saul, a man who has been the foundation of our United Way for decades and continues to make sustained investments in our community's success. Since 1996, our Alexis de Tocqueville Society has

raised over \$12 million to improve lives right here in Whitfield and Murray counties. Julian has been a driving champion of the society since inception.



Amanda Burt

This year marks our 20th campaign with the Alexis de Tocqueville Society as a key part of our success, making an annual investment of over \$890,000 for education, basic needs and health.

De Tocqueville, a French philanthropist, recognized, applauded and immortalized North American voluntary action on behalf of the common good. He wrote: "I must say that I have seen Americans make a great deal of real sacrifices to the public welfare; and have noticed a hundred instances in which they hardly ever failed to lend a faithful support to one another," eloquently capturing the essence of personal philanthropy that

persists, almost three centuries later. The observation on philanthropy made by de Tocqueville in 1831 is true today; we understand that we all win when we help each other and make our community stronger.

Bernie Marcus, co-founder of Home Depot and benefactor of the Georgia Aquarium, The Marcus Autism Center and many other very substantial philanthropic investments in our state, joined us for the Peacock Palooza. What a pleasure it was to have a world-renowned philanthropist and business leader visit us and share his passion for helping others and improving communities.

At the Palooza, we announced the creation of the Peacock Legacy Society for the United Way of Northwest Georgia. We chose this name as a symbol of our history of the chenille bedspread industry that transformed into the carpet industry. This society ensures that United Way of Northwest Georgia

will continue to play an essential role in identifying and meeting community needs for generations.

The Peacock Legacy Society will honor those who make the extraordinary decision to invest in the future of our community through United Way's endowment. I want you to know that our corporate community is taking a vital leadership role. We have commitments for \$2 million in permanent capital to improve lives for generations thanks to Engineered Floors, Mohawk Industries, Shaw Industries, the Julian Saul Family and the Linda Schejola Family. And this is just the beginning.

I am very excited that United Way board member Ken Jackson, Shaw Industries executive vice president and CFO, is helping to lead our endowment efforts. We look forward to what is to come.

Amanda Burt is the president of United Way of Northwest Georgia.