

A TWICE-ANNUAL NEWSLETTER OF THE  
GREATER TWIN CITIES UNITED WAY TOCQUEVILLE SOCIETY

# CONNECTIONS



Together we will create a community of opportunity where all people thrive.



Greater Twin Cities  
**UNITED WAY**

# COMMUNITY CONNECTION



## COMING TOGETHER TO AMPLIFY OUR IMPACT

As we approach this season of gratitude, I'm reflecting on how thankful I am for the leadership of people like each of you. Your passion, ambition and optimism motivate me every day.

In the community changemaker stories that follow, you'll have the opportunity to meet several of our members who are passionate about this community and driven to make a meaningful difference for future generations. I hope you are as inspired by their stories as I am.

While each of us has our own unique reason for giving, our support of Greater Twin Cities United Way means we are all working toward a shared vision of a community where all thrive regardless of income, race or place.

As members of the Tocqueville Society, you amplify the power of individual gifts and maximize our collective impact. In 2023, your support made it possible to touch the lives of half a million people in our region. That's incredible!

I've enjoyed connecting with many of you at recent events, including the Welsh Tocqueville Together Dinner, Action Day MVP Reception, Legacy Society Appreciation Luncheon and Tocqueville Society Annual Dinner. It feels good to belong to a community of generous supporters who turn passion to action as they work together toward a common goal.

If you haven't attended a Tocqueville Society event recently, I encourage you to join us. Whether we're volunteering, learning or celebrating, these events are a great way to get to know each other and foster a sense of belonging.

Together, we are a force for good, united in purpose and action. Thank you for your unwavering dedication to our cause.

In gratitude,

**MIKE DOYLE**  
TOCQUEVILLE SOCIETY CABINET CHAIR

## TOCQUEVILLE SOCIETY CREDO

The Greater Twin Cities United Way Tocqueville Society exists to maximize and multiply the collective impact of innovative philanthropic leaders to help solve our community's most significant challenges.



### 2024 UPCOMING EVENTS

#### NOVEMBER 14

##### HOMEcomings: A PATH FORWARD

Join us for a social hour followed by a panel discussion with community leaders and youth voices about preventing homelessness. Email [Tocqueville@gtcuw.org](mailto:Tocqueville@gtcuw.org) to learn more.

#### NOVEMBER 21

##### GIVE TO THE MAX DAY

Join Greater Twin Cities United Way during Give To The Max Day as we unite changemakers to fuel lasting change.

### YOU CAN MAKE AN IMPACT AS A LEADER!

Are you interested in joining the Tocqueville Cabinet? Reach out to Linne Lemke at [Linne.Lemke@gtcuw.org](mailto:Linne.Lemke@gtcuw.org) or 612-340-7434 to discuss volunteer leadership. Our next meeting will be December 6.



# INNOVATION IN ACTION



## PLANNING TODAY FOR LASTING CHANGE TOMORROW

In recent months, I have had the opportunity to gather with many of you at a variety of events for Tocqueville Society members. When I see your sincere passion for making an impact on the future of our community, it's impossible not to be filled with hope.

As members of the Tocqueville Society, you are among our most generous supporters. Each of you, in your own way, is deeply engaged and invested in the work of Greater Twin Cities United Way. You are eager to learn more about how we're meeting urgent needs and making lasting change in our community and are driven to find new ways to amplify your own impact.

One way you can help make meaningful change today is by considering the power of non-cash assets to bolster your impact. Gifts from your IRA, a donor-advised fund, or appreciated stock not only help meet urgent needs in our community but may also provide you with significant tax advantages.

Lasting change for tomorrow can include thinking about your own legacy. Many of our Tocqueville Legacy Circle members have chosen to include a future gift in their will or named Greater Twin Cities United Way as a beneficiary of a retirement account, life insurance policy, or a donor-advised fund. This legacy is more than a gift – it's a promise to the generations that will inherit a community that thrives.

We are so thankful for all the gifts we receive. We could not do this work without the generous support of people like you.

Did you notice this issue of the newsletter has a new look? We're excited to share that in the coming weeks we are rolling out a new brand refresh in partnership with United Way Worldwide. We believe this bold new visual identity will improve our brand recognition and help bring our work to life for new audiences. We can't wait for you to see more!

Thank you for your continued generosity. Together, we are working toward our vision of a community where all people thrive regardless of income, race or place.

In gratitude,

JOHN A. WILGERS  
PRESIDENT & CEO

# COMMUNITY CHANGEMAKERS

## BUILDING A BRIGHTER FUTURE TOGETHER



Keith Waxelman and Jen Bratton may not be native to Minnesota but there is no question the Twin Cities is where they belong. The couple met in business school and spent the first decade of their marriage in Chicago before a job transfer landed them in Minneapolis.

**"We did not have any roots or family here, but we felt instantly at home," said Jen. "It's a very welcoming place. Our kids have essentially grown up here... This is home to them and it's now home to us."**

This feeling of belonging is a big part of the reason why the couple is choosing to show up in community, both philanthropically and with their time, in much more meaningful ways than ever before. (The couple and their children are pictured above volunteering at Action Day.)

**"We want to leave a positive impact on the community, not just for this generation but for generations to come, to build a stronger future," said Keith.**

In addition to being Tocqueville Society members, Keith is a member of the cabinet and Jen is a newly elected member of the Greater Twin Cities United Way board of directors.

Equitable access to education is deeply important to their family. Keith's mother grew up in a small town in the Philippines that had no electricity until around 1985. In pursuit of a better education, she left home at 12 years old to move to the city and live with her aunt and uncle.

Remarkably, she graduated from high school at 16, finished med school at 23, and became a successful cardiologist and pioneer in anti-aging medicine. Her experience inspired her to establish a scholarship to help students from her hometown pursue their own dreams through education. Though his own mother thrived, Keith believes no child should have to leave home to get a quality education.

**"Education is something that's really a core value and that's why 80x3 is so important," shared Keith. "The ability to make an impact on a child's early years is so crucial. If they do better, then it's likely that both their family and the community as a whole will do better. So, it's really helping to build bridges to the future in my mind and heart."**

After partnering with United Way on a variety of projects through her job at Boston Consulting Group and many years as an active volunteer and donor, Jen is excited to put her operations expertise to use as she digs into her new board role.

**"As much as we like to donate and feel lucky and privileged to be in a position in which we can do so, I enjoy getting my hands dirty," said Jen. "I want to solve problems with my mind and hands, not just my wallet."**

Jen remarks that Minnesota has the highest per capita concentration of Fortune 500 companies in the U.S. and yet, given all that opportunity and corporate resources, we still have gaps and inequity – whether it be in housing, education or career opportunities – and she and Keith would like to see these gaps bridged.

**"Today's world is often so divided, and people forget to look for the common good. Many act like the world is binary – you're either with me or against," said Keith. "But hopefully through programs with United Way, we can act together to try to find that common good again and build a brighter future."**



# COMMUNITY CHANGEMAKERS



## INVESTING IN FUTURE GENERATIONS

Tocqueville Society member and lifelong Minnesotan, Anna Picchetti is driven to make a difference. As a young girl, she spent time volunteering with her aunt, who instilled in her the importance of giving back to community.

Having grown up in a household that relied on programs like free and reduced lunch, nutrition assistance and Head Start, Anna recognizes the value of these supports as an investment in future generations.

**“That’s what really drives me. It is my privilege and my responsibility to give back knowing what I was given,”** said Anna.

Today, Anna lives in Minneapolis with her husband and three sons, Luca (10), Holden (8), and Evan (6). Part of the reason she wants to be involved in the community is to set an example for them of the importance of doing our part to build equity.

**“Minnesota is a great place to be, but it’s not a great place for everyone, and it’s on us to be part of creating a more equitable community,”** said Anna. **“I was fortunate to have my aunt and parents as my role models; and I want to be the same role model for my sons.”**

Like many people, Anna’s first introduction to United Way was through a workplace giving campaign early in her career. She recalls that while it was fun to participate in the giving campaigns each year, at the time she didn’t realize individuals could get involved in United Way.

Then, a friend invited her to join Women United, a giving group focused on women’s financial stability and early childhood education – two causes close to Anna’s heart. The experience gave her a deeper understanding of United Way’s grantmaking process as well as a broader view of our work.

Anna appreciates Greater Twin Cities United Way’s ability to focus attention and resources on strategic opportunities, while investing in those partners closest to the impact to create the most relevant solutions.

Looking to deepen her involvement with United Way and have an even bigger impact on our community, Anna became a member of the Tocqueville Society and recently joined the cabinet.

**“It’s hard to find like-minded people who are really driven and top leaders, but also very passionate about the community,”** said Anna. **“I’m also pleasantly surprised at how rewarding the experience has been for me personally. It’s a great way to give and to fill your cup. It’s sort of an investment in your own mental health.”**



## MEMBERS IN ACTION



### TOP ROW:

Legacy Society Appreciation Luncheon: Susan Rostkoski and Cathy Muggee

Action Day MVP Reception: Shirly Boyd, Shannon Smith Jones, Justin Butler and Erin Dady

Legacy Society Appreciation Luncheon: Lauri Roberts

### MIDDLE ROW:

Welsh Tocqueville Together Dinner: Chris Burque and Al McFarlane

Legacy Society Appreciation Luncheon: Stacy Bogart

Welsh Tocqueville Together Dinner: Justin Butler and Trudy Wilgers

### BOTTOM ROW:

Welsh Tocqueville Together Dinner: Alex Bangs, Jim Zappa, Tim Welsh

Million Dollar Roundtable Reception: Stacy and Matt Bogart, John and Trudy Wilgers, Jim Zappa, Rani Murdoch-Zappa, Anne Pantelich and Doug Hepper (not pictured: Barbara Forster)

Legacy Society Appreciation Luncheon: Rani Murdoch-Zappa, Jim Zappa and Jill Thompson





# THANK YOU FOR YOUR SUPPORT!

Please remember us in your will or estate plans.  
Please contact Linne Lemke for details on the United Way Legacy Society.

**Linne Lemke, CFRE**

Planned Giving Officer | Greater Twin Cities United Way  
(612) 340-7434 or linne.lemke@gtcuw.org

## YOUR TOCQUEVILLE CABINET

**Mike Doyle, Chair 2023-2024**  
Partner, Kenwood Commercial

**TiAnna Anderson**  
Messaging Strategist and Copywriter,  
Anderson Innovative Marketing Founder  
Ready Set AIM Summit

**Teddy Bekele**  
Chief Technology Officer, Land O'Lakes

**Aimee Norasingh**  
Director, Office of the CEO, Optum Health

**Anna Picchetti**  
Vice President of Marketing and Strategy,  
Uponor North America

**John Potter**  
Partner | PwC

**Lauri Roberts**  
Community Leader

**Jeanne Rudelius,**  
Senior Vice President and Head of Loan  
Capital Markets, U.S. Bank

**Steve VanRoekel**  
Independent Advisor

**Keith Waxelman**  
Venture Partner and gener8tor President,  
WAX Enterprises

## Former Cabinet Chairs

John & Nancy Lindahl	2005
Richard & Theresa Davis	2006
Jeff & Terri Greiner	2007
Nick Burke & Sue Slattery-Burke	2008-09
John & Trudy Wilgers	2010
Jerry & Lisa O'Brien	2011-12
Sara Sternberger & Howard Epstein	2013
Stacy & Matt Bogart	2014-15
John Potter	2016-18
Chris Burke	2019-20
Lauri Roberts	2021-2022

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