

A record \$8M to United Way

The step-up matching gift program allows people to graduate to the highest donor level by pledging to give small but increasing amounts over a three year period.

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The United Way of Southeastern Pennsylvania has received an \$8 million gift from John C. Haas that is the largest in its history.

"It's not just a gift," said Jill Michal, the United Way's president and CEO. "In so many ways, it's an endorsement of our work and it feels really good."



Haas, 91, is the son of Rohm and Haas Co. founder Otto Haas. He made the gift from the Wyncote Foundation, which he and his children established when they reorganized their trusts last year following the sale of Rohm and Haas to the Dow Chemical Co.

The United Way plans to use the money to support area programs related to the United Way Tocqueville Society, a national organization. SEE **UNITED WAY**, P26

tion of people who annually give \$10,000 or more to a United Way. Haas and another Philadelphia-area philanthropist, Walter Annenberg, founded the Tocqueville Society in 1984.

Tocqueville programs that the gift will support include efforts to encourage volunteering, giving-recognition programs and a step-up matching gift program that Haas established with the United Way of Southeastern Pennsylvania at least 20 years ago and has funded annually since.



Michal

The step-up matching-gift program allows people to step up to the Tocqueville level of giving in three years by pledging to give \$5,000 the first year, \$7,500 the second year and \$10,000 the third year.

The program contributes \$5,000 to boost their initial gift of \$5,000 to \$10,000 and \$2,500 to boost their second-year gift of \$7,500 to \$10,000.

Although Haas established the step-up matching-gift program with the United Way of Southeastern Pennsylvania, he has always had it support people who want to join the Tocqueville Society at other area United Ways, too.

To get the program's support, a United Way has to agree to join the United Ways of the Delaware Valley, a group of 12 United Way organizations in southeastern Pennsylvania, South Jersey and Delaware that works together on regional issues.

"We live in a community that shares borders and boundaries as well as issues and the issues that concern people are often regional in nature," Haas said in a statement released by the United Way of Southeastern Pennsylvania. "I believe in and support the United Way because they are working to improve the quality of life in the entire Greater Philadelphia area."

The program has made the Tocqueville Societies at local United Ways among the most successful in the country. The United Way of Southeastern Pennsylvania's Tocqueville Society has 520 members.

"[The program] has been extremely successful," Michal said. "It's been a great catalyst also for regional collaboration among United Ways."

Michal said the United Way of Southeastern Pennsylvania had approached Haas about making a gift to fund the step-up matching gift program in perpetuity. The organization will use his gift of \$8 million to do that.



The gift will be made to the United Way over a few years, Michal said. The United Way is still working out the details with the Wyncote Foundation.

The Haas family announced late last year that it was restructuring the Haas Trusts to provide the William Penn Foundation with a gift of \$747 million and establish the Wyncote Foundation with a gift of \$502 million.

The Wyncote Foundation is directed by John Haas' four sons.

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