

# MEMBER SPOTLIGHTS

## ANDREW DINKA

Air Products  
Allentown, Pa.  
Tocqueville member since 2021



*"I believe we all can play a role in confronting the challenges in our community. I give to United Way to help make a difference because the people who receive the care, services and love through United Way programs deserve every cent of it."*

## BRYON AND LEA GRIGSBY

Moravian University  
Bethlehem, Pa.  
Tocqueville members since 2023



*"Bryon worked as Aquatics Director for the Lehigh Valley Red Cross during his last two years of college and learned about United Way's exceptional work in supporting our community through nonprofit advocacy. We give to United Way because it ensures our local nonprofits are supported and held accountable for their donors' wishes."*

## CARLOS HODGES, DVM

Valley Central Veterinary Referral & Emergency Center  
Bethlehem, Pa.  
Tocqueville member since 2013



*"I stand by United Way and its mission to support the local community, which is a central value of mine. Its focus on education, food access, seniors and emergency preparedness aligns well with my family's values."*



United Way of the Greater Lehigh Valley  
Tocqueville Society  
1110 American Parkway NE, Suite F-120  
Allentown, PA 18109

## UPCOMING EVENTS

We hope you'll mark your calendars and join us for these upcoming engagement opportunities.

For more information, contact Seema Shah at [Seemas@unitedwayglv.org](mailto:Seemas@unitedwayglv.org) or 610-807-5706.

**Thursday, September 19, 2024**  
UWGLV Day of Caring

**Thursday, September 26, 2024**  
Tocqueville Society Celebration

**Saturday, October 26, 2024**  
Tocqueville Society  
Make a Difference Day



INTRODUCING  
**NEW UNITED WAY CEO**  
**MARCI LESKO**

**TOCQUEVILLE SOCIETY NEWSLETTER • SUMMER 2024**







# WELCOME NEW CEO, MARCI LESKO

A familiar face is taking the reins at your United Way. Starting in June, **Marci Lesko** officially became Chief Executive Officer of United Way of the Greater Lehigh Valley.

## ABOUT MARCI

### FUN FACTS

I come from a large Midwestern family, and I'm the oldest of 100 grandchildren.

I live in Palmerton, Carbon County on my husband's family property on Blue Mountain.

We raise chickens, and I love sharing fresh eggs with our United Way team.

### FAVORITE SAYING

"Without the data, the chatter don't matter."

### PERSONAL HEROES

My former mentor, Bill Coles

### PERSONAL MOTTO

"To serve is to live." – legendary Girl Scouts leader, Frances Hesselbein

*"I'm coming in laser-focused on deepening and expanding our work in education, healthy aging and community stability and delivering the increased resources needed to achieve it."*

For 17 years, Marci has been an integral part of the organization's executive team. With a graduate degree in organization leadership and an outstanding track record of turning donor investments into lasting results, Marci has transformed key areas of the organization including impact, grants, data, communications, human resources and technology.

She has been a national leader in Collective Impact, which she brought to the region in the early 2010s; she started the highly successful and nationally recognized Community Schools model in the Lehigh Valley, and she developed the results-based investment strategy United Way continues to follow today. Marci succeeds President David Lewis, who is stepping back after a 36-year career with United Way.

### HOW DOES IT FEEL TO TAKE ON THIS NEW ROLE?

Stepping into the role of CEO, I'm humbled and honored to lead this outstanding organization and solidify United Way as the philanthropic home for donors in the region.

### WHAT ARE YOUR TOP PRIORITIES?

One of my goals is to make this transition as seamless as possible for our individual donors and corporate partners. Our supporters have made this United Way one of the top-performing local United Ways in the nation. In fact, local revenue will surpass \$30 million this year for the first time in our 106-year history. I'm committed to continuing the accountability, stewardship and impact that has gotten us to this point.

### HOW DO YOU PLAN TO CONTINUE THAT SUCCESS?

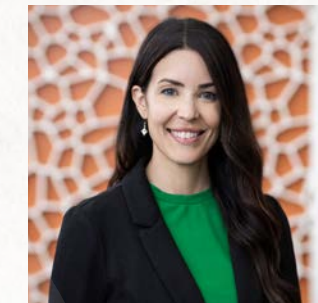
Articulating our shared purpose and continuing to add value to our partnerships will prove critical to our future success. Our closest donors and volunteers have such rich experiences and ideas, and we have some of the region's best strategists on our board of directors and committees. I'm excited by their energy.

## PHILANTHROPY TEAM UPDATES



### Seema Shah

Seema has been promoted to **Associate Vice President, Philanthropy**, managing the Philanthropy team and leading Tocqueville Society fundraising and engagement.



### Angela Malpedo

Angela has been promoted to **Gift Officer**, working with our Tocqueville Society donors and prospects. She was previously part of our Workplace Engagement team.

## FROM YOUR CO-CHAIRS

We are incredibly proud to share that this year's campaign raised a total of **\$25,002,145** and introduced an unprecedented **73 new members** to the Tocqueville Society. This is in no small part due to your generosity and support of United Way through your Tocqueville giving.

Your donations mean more dollars in our community serving those who need it most through housing assistance, educational opportunities with a focus on mental health supports as we face a nationwide mental health crisis, as well as services for seniors and their caregivers.

A momentous thank you to Tony and Adrienne DaRe for chairing this year's record-breaking campaign and championing United for Mental Health – creating a safe space for conversations around the importance of mental health and providing additional dollars through BSI Corporate Benefits for new and increased donations to support our neighbors' mental health needs.

As leaders in our community and supporters of United Way, we invite all of you to continue to transform the impact of United Way's work in this year's campaign chaired by Chris Martin and Martin Guitar Company. By sharing community impact stories with family, friends and colleagues, we have the power to engage more supporters, translating into increased resources to strengthen our Lehigh Valley.

Colleen and Mark Gilbert  
Committee Co-Chairs

## 2024 INCREASED LIMIT IN QUALIFIED CHARITABLE DISTRIBUTIONS

In 2024, individuals who are 70½ years old or older may use a QCD to donate up to \$105,000 to a qualified charity directly from an IRA. This increase from the initial \$100,000 IRA QCD limit set for tax year 2023, is reflected in the Secure Act 2.0, Section 307, which indicated the limit will be annually indexed for inflation.

QCDs continue to be ineligible for a donation to donor-advised fund sponsors, private foundations or supporting organizations.

For more information, please consult your tax advisor.

DID YOU  
KNOW?

