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United Way honors Hills' Fisher

Farmington Hills resident Max Fisher, widely recognized locally, nationally and internationally as one of the leading industrialists and philanthropists, has received the 1994 Alexis de Toqueville award from United Way of America for his outstanding volunteer service. This award is United Way's top national award honoring volunteers.

Over the years, with Fisher's guidance and leadership, the United Way for Southeastern Michigan has raised millions of dollars to provide necessary health and human services. He served as chairman of the 1991 Torch Drive and as United Way chairman of the board from 1988-93.

Fisher was also one of the founding members of Detroit Renaissance, a non-profit corporation dedicated to the physical and economic revitalization of Detroit. He served as that organization's first chairman from 1970 to 1981 and again from 1983 to 1989. He was directly involved with projects that included the development of the Detroit Renaissance Center. He also saw the need for others to see the positive aspects of Detroit, bringing the 1980 Republican Convention and later the Grand Prix race, which has become one of the premier races on the Grand Prix circuit.

Further, Fisher was instrumental in the establishment of New Detroit, Inc., the nation's first urban coalition, serving as the organization's second chairman. New Detroit, Inc., which receives its funding through a corporate solicitation conducted by United Way for Southeastern Michigan, grew out of the 1967 Detroit riots and serves Detroit's minorities,



Max Fisher

poor and disadvantaged, as a resource and advocate of necessary social change.

"Max Fisher has demonstrated an unparalleled sense of personal commitment and dedication to this community, to this country and to the world," said Virgil Carr, president, United Way for Southeastern Michigan. "It takes a rare individual to achieve the heights that Max Fisher has in his lifetime as an entrepreneur, industrialist, advisor to world leaders and philanthropist," he continued.

Nationally, he has served as an advisor on health and human service issues. Presidents Richard M. Nixon, Gerald Ford, Ronald Reagan and George Bush. It was his expertise and leadership on the urban scene that prompted Richard Nixon to name him chairman of the National Council on Voluntary Action, a coalition

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Virgil Carr
president, United Way,
Southeastern Michigan

working to meet American urban problems.

And on the international front, Fisher is known as the "quiet diplomat." No private citizen has played so profound a diplomatic role between Washington and Jerusalem. Despite the breadth of his activities, he has chosen to live his life out of the public eye, quietly fostering relationships between the U.S. and Israel. In Israel, he has helped with relocation of Russian Jews, built hospitals and schools, planted trees and worked to bring the most precious gift of all — peace to an area of the world that has known nothing but war for decades.

Former Israeli Prime Minister Yitzhak Shamir once said, "Max Fisher is a unique individual. Without his vision, many things we take for granted would not exist. As the leading Jewish personality in the United States, Max Fisher played a major role in this

bridge building process."

Even at 85, Fisher continues to serve in a leadership role with many organizations. He remains honorary chairman of United Way for Southeastern Michigan and a member of the Alexis de Toqueville Society. He is also considered an elder statesman in the Jewish Community and is actively involved in Jewish Federation, United Jewish Appeal, United Jewish Appeal, United HIAS Service, B'nai B'rith International and Task Force for Operation Independence, among many others.

The National Alexis de Toqueville Society Award was created in 1972 by the United Way of America. The national society was named for Alexis de Toqueville, French aristocrat and author who visited the United States in 1831. Toqueville wrote admiringly of the spirit of the voluntary association he observed in the United States in his Democracy in America.

"The Toqueville Society is an integral part of the outreach of United Way of America," said J.C. Penney Co. Chairman of the Board and CEO W.R. Howell, 1992-94 Chairman of UWA Board of Governors. "Our award recipients serve as both inspiration and confirmation for the millions of Americans who are likewise committed to helping people in need."

Past winners of the Alexis de Toqueville award include Bob Hope, former President Ronald Reagan and Henry Ford II. Fisher received his award on March 20 at the 1994 United Ways Leadership Conference in Dallas, Texas. Fisher's daughter, Mary Fisher, founder of the Family AIDS Network introduced him and Michigan Governor John Engler remarked on Fisher's contributions to the state of Michigan.

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