

Community Investment

December 2011

United
Way



United Way of Lincoln and Lancaster County Foundation, Inc.

Charity is not limited to your lifetime.

Planned Giving Opportunities

You can leave a lasting legacy in Lincoln and Lancaster County through a gift to the United Way of Lincoln and Lancaster County Foundation, Inc. Your gift is a sound investment that will benefit our community both today and in the future. Contributions can be made in the following ways:

- Cash
- Securities
- Real Estate
- Bargain Sales
- Life Insurance
- Bequests
- Charitable Remainder Trusts
- Charitable Land Trusts
- Retirement Plan Designations
- Charitable Estate Planning
- Charitable Gift Annuities
- Memorials & Honorariums

Foundation eyes the next big step

When it was formed nearly seven years ago, the goal of the United Way of Lincoln and Lancaster County Foundation was to support the mission of United Way by helping to cover some of its administrative costs and by supplementing special programs, such as the initiative for children.

Recent events have made that goal even more urgent. Taking its cue from several other United Way chapters nationwide, the foundation board earlier this year affirmed that the primary goal is to build a local endowment that will offset all administrative costs.

Perhaps the most significant step in that direction was a Sept. 17 meeting between a group of 15 local United Way donors, Bill Gates Sr. and Jeff Raikes, chief executive officer of the Bill & Melinda Gates Foundation. A native of Ashland, Neb., and retired president of Microsoft's business division, Raikes helped to lead a successful effort in Seattle to raise a \$140 million endowment, which covers more than two-thirds of the United Way's expenses in that city.

To accomplish the same thing in Lincoln would require a sustaining endowment of \$16 million, and \$21 million would cover all expenses. With that goal in mind, Brian Wachman, executive director of the United Way of Lincoln and Lancaster County, recently reflected on the foundation's history, where it stands and where it is headed.

Launched in 2006 with a \$100,000 matching gift from Jay Dunlap and Union Bank & Trust Company, the foundation's unrestricted account now totals \$320,000.

It will continue to grow until it reaches \$500,000 before any of those unrestricted funds are used. To that end, a Benefactor's Fund was established in 2009 for donors who would give \$10,000 over five years, and six benefactors have signed on.

"We're in a building phase," Wachman said. The foundation has used year-end appeals and occasional letters to major donors, but has avoided competing

with the annual United Way campaign, he said. "It's helped our regular campaign, but perhaps slowed our growth because we don't want anybody substituting their regular giving."

As a result of the meeting with Gates and Raikes, the foundation will pursue potential donors in the hope of building toward a sustaining endowment like

the one in Seattle. Foundation President Mark Schorr will meet with key leaders for follow-up discussions, testing the waters for more large-scale giving.

"We've been very intrigued by some of the connections, with Jeff being from Nebraska, and the connections with the Gates Foundation in Omaha," Wachman said. Omaha billionaire investor Warren Buffett has partnered with the Gates Foundation in his own philanthropic giving.

In addition to the \$320,000 in unrestricted funds, the foundation also is home to a couple of special funds. In 2007, Frank and Liz Hilsabeck gave \$250,000 to the Tocqueville Legacy Circle, a national United Way initiative. In 2008, Jim Abel and Tom Tallman contributed \$2.1 million to be distributed to local agencies over three years. About \$211,000 remains in that account.



Brian Wachman

THE FOUNDATION

The United Way of Lincoln and Lancaster County Foundation, Inc. is a public charity created to help fulfill the mission of United Way of Lincoln and Lancaster County.



United Way of Lincoln and Lancaster
County Foundation, Inc.
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What is the United Way Benefactor's Fund?

The United Way Benefactor's Fund was established in December 2009 to make it possible for individuals to support the United Way Foundation with an endowed gift of \$10,000, to be paid over five years.

- An initial payment of \$2,000 must be made.
- Earnings will be used for unrestricted purposes as designated by the foundation board.
- Gifts may be given in cash or appreciated securities.
- Gifts are separate from regular campaign contributions.

By providing for the future, members of the Benefactor's Fund show their support and strengthen the ability of United Way of Lincoln and Lancaster County to make positive, lasting changes for all of us today—and tomorrow.

For more information on the United Way of Lincoln and Lancaster County Foundation Inc. and the benefits of a gift, call Brian Wachman at (402) 441-7150 or e-mail him at bwachman@unitedwaylincoln.org.

An array of options for year-end giving

United Way agencies provide services throughout the year, but as 2011 comes to a close and the new year approaches, donors are encouraged to take a long-term view of the benefits of giving.

Charitable gifts help ensure that essential health and human services continue to be available, not only for adults but for their children and grandchildren. Not only today, but well into the future. Such gifts help individuals and families become more self-sufficient, a far-sighted way to strengthen the entire community.

Of course, year-end giving has the added benefit of being tax-deductible. Federal law exempts donated dollars from taxation, providing another incentive for long-term planning and charitable giving.

Traditional payroll deductions are still a convenient and effective way to give, especially if you itemize your federal income tax return, but donors have an array of other options.

- Some of the most attractive tax benefits come from gifts of stock, bonds, mutual funds, and other properties that have appreciated in value. Stocks that have decreased in value can be sold, with the cash proceeds going to United Way,



thus making a deductible gift and creating a capital loss for income tax purposes.

- Gifts can be tailored to provide immediate income for you or a loved one, while creating a future benefit for United Way.

- A percentage of your company's net income can be donated and deducted.

- If you have not used all of the accumulated funds from your Individual Retirement Account (IRA), you can add United Way as a charitable beneficiary.

With a special gift before the end of the year, you can help create a brighter, happier future for children and families.

Contact the United Way Foundation of Lincoln and Lancaster County to find out how you can help.