

Community Investment

December 2009

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

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.

Trust officer knows value of giving back

As senior trust officer at Union Bank & Trust Company in Lincoln, Dave Wilcox knows the importance of protecting a client's financial interests and ensuring a transfer of wealth that will benefit future generations.

As board president of the United Way Foundation of Lincoln and Lancaster County, Inc., Wilcox also understands the huge potential for a self-sustaining endowment to benefit the community agencies it serves.

Wilcox has been active in the foundation since its start in 2004, serving on the task force that created its charter. He was on the foundation board in the fall of 2006 when Jay Dunlap and Union Bank provided a \$100,000 matching grant to establish a permanent endowment, a significant incentive to leverage additional gifts.

Within months, the grant was matched and the foundation was on its way to a current total of \$250,000. The Tocqueville Society Legacy Circle raised another \$250,000. The largest single gift to the foundation, \$2.1 million from Jim Abel, was bestowed separate from the endowment.

But the foundation's work has just begun.

"The foundation board has a goal to raise a sufficient endowment so that all the operating costs of the foundation and the United Way could be absorbed by the income that's generated from this endowment," Wilcox said, "so that 100 cents on every dollar that people give to the United Way goes directly to agencies."

That would require an endowment totaling an estimated \$10 million to \$15 million, a long-term goal for which the foundation has

created a range of giving options. For example, a \$10,000 gift to a benefactors' fund, a new idea under consideration by the foundation board, would be paid up over a period of several years, with only the income being used while the principal remains.

"It's a way of getting donor involvement, so they can be a part of it," Wilcox said. "Their names are preserved in a benefactors' book. Sometimes the names are put on a wall. We're kind of just in the infancy stage of that."

The bottom line, of course, is to ensure that the endowment will serve United Way's mission through its member agencies and the people who most need the services they provide.

When speaking to prospective donors who have enjoyed financial success, the argument for giving is simple, Wilcox said.

"Those who have been fortunate enough to enjoy financial success owe the community back for what they were able to achieve from it, because success comes from hard work and having others believing in you and for what you stand. I feel that if you're fortunate to make it financially, you owe back to that community to continue to make it the kind of place where people want to live. If we are willing to give our time, talents and some of our financial resources, both society and we benefit greatly."

Wilcox also is a firm believer that a donor earns incalculable benefits in return.

"Giving often does more for the donor than it does for the receiver."



United Way of Lincoln and Lancaster
County Foundation, Inc.
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Sue Wilkinson, Ameritas Life Insurance Corp.

Consider year-end giving

The past year has been one of tremendous challenge.

Economic conditions have made it necessary for most to make careful choices about how to spend, save, and give their resources. That is why we especially appreciate those who have chosen to continue their support of United Way and the United Way of Lincoln and Lancaster Foundation.

Now more than ever, you may find that time spent determining the most sensible ways to give can help you stretch your charitable dollars. By choosing the best property and giving in the most effective ways, you may discover you can make gifts you did not think possible.

Deciding what to give:

- Cash
- Securities
- Gifts from retirement plans
- A gift through your will or living trust
- Gifts of life insurance
- Gifts that provide income for you or another

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.

Retirement trust can help ensure security

Mary grew up on a farm. When her parents passed away, she inherited the farm.

When Mary was growing up, the farm was out in the country. The city has grown until the farm is now within the city limits. Developers would like to build homes on the land.



Mary: We have received modest payments from the farm over the years. I allowed a neighboring farmer to graze his cows on the land until recently. Since I inherited the farm from my parents, its value has greatly increased.

Bill: We checked with our tax advisor and the farm could be sold, but there would be a very large tax to pay. Since it's a good time to sell the land, we would like to sell. It would be good to let the sale proceeds grow for about 10 years, until we retire. We hope we can sell tax-free and allow the proceeds to grow tax-free.

Mary: I was excited to learn from our tax advisor that there's a plan that provides for our retirement. She explained that we could give the land into a special trust. With this trust the farm could be sold tax-free and the cash invested for growth. The

proceeds can grow tax-free inside the trust until we retire. At that time, the payouts will be taxable, but we could have as much as \$900,000 in the trust.

Bill: We will enjoy a very nice retirement. We already have an IRA and are planning to use that for retirement. Now with the extra income from this retirement trust, we will be able to travel and really enjoy our golden years.

Hope for a better tomorrow

You can make a tax-free gift to United Way of Lincoln and Lancaster County Foundation, Inc. with an IRA rollover, but you must do it by the end of 2009.

If you are age 70½ or older, you still have time to make a direct tax-free contribution from your IRA to United Way of Lincoln and Lancaster County Foundation, Inc., up to \$100,000.

- Donated amount is excluded from your adjusted gross income.
- Reduce or eliminate your required minimum IRA distribution for the year.
- Transfers are made directly from the IRA, so contact your plan trustee.
- Act now, because this tax law expires Dec. 31.