

# Community Investment

## July 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

### Schorr knows need for an endowment

Mark Schorr's enthusiasm for an endowment that would allow 100 percent of all donations to the United Way of Lincoln and Lancaster County to go directly to the agencies and programs it serves began more than a decade ago.

At the time, Schorr was chair of United Way of Lincoln and Lancaster County. A wealthy family in Nashville had created an endowment for the greater Nashville United Way that was sufficient to underwrite all administrative costs so that future donations would go directly to programs and areas of greatest need. Other cities followed suit, launching endowments with individual and family gifts, most notably the Gates Challenge, in which the family of business magnate Bill Gates of Microsoft fame contributed enough to jumpstart a United Way endowment in Seattle.

Similarly, the United Way of Lincoln and Lancaster County Foundation began in 2006 with a matching grant of \$100,000 from Jay Dunlap and Union Bank & Trust Company, and the fund soon doubled. As Schorr explains it, the benefit of a United Way endowment is obvious.

With a sufficient endowment for this purpose, "every dollar raised in the annual United Way campaign goes to the greatest needs in the community and the funded programs because the costs of raising those funds and the administrative costs of operating the United Way are already underwritten through the endowment fund," he said. It is Schorr's dream that Lincoln will attract or build such a self-sustaining fund for its United Way, and as the current president of the United Way of Lincoln and Lancaster County Foundation, he is intently focused on that goal.

"What that means is that we could then go to the donors and say, 'the United Way is fully funded well into the future.

Every dollar you give goes straight to the needs in this community,'" Schorr said, as though already rehearsing the pitch to potential givers.

Schorr once served on the United Way allocations committee, helping to decide where limited dollars would do the most good, so he is acutely aware of the need for a permanent endowment that could eventually result in 100 percent of annual donations going to the greatest needs.

Meanwhile, the foundation continues to raise awareness of ways in which donors can contribute their support, including gifts of securities, real estate, annuities, life insurance and other assets.

An attorney with the law firm of Erickson Sederstrom specializing in labor and employment law, Schorr's own philanthropic spirit stems from childhood.

"I grew up in Omaha in a family that was heavily involved in the community and so I grew up believing that one should feel an obligation to give back to the community." Since moving to Lincoln in the mid-1970s as a student at the University of Nebraska-Lincoln, he has developed an equally strong allegiance to the Capital City.

"We have developed deep roots in Lincoln and feel a very strong commitment to the city," he said. "Part of that commitment is to work hard to see that organizations like United Way and the United Way Foundation succeed in meeting their goals. I view United Way as one of the best community-based organizations because it affects so many people and it's a way to affect so many lives in Lincoln."



*Mark Schorr*

#### 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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NON-PROFIT  
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Permit No. 150

### 2011 Board of Directors

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## What is the United Way Benefactor's Fund?

*The Benefactor's Fund was established in December 2009 as a way for individuals to support the United Way Foundation with an endowed gift of \$10,000. The gift can be paid over five years, and earnings will be used for unrestricted purposes as designated by the foundation board.*

By providing for the future, the following individuals have shown their support and strengthened the ability of United Way of Lincoln and Lancaster County to make positive, lasting changes for all of us today—and tomorrow.

### Benefactor's Fund

Jim and Judy Cada  
Glenn and Janice Friendt  
Frank and Elizabeth Hilsabeck  
J. Scott and Teri Nelson  
Richard and Karen Vierk

*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](mailto:bwachman@unitedwaylincoln.org).*

## Bypass gains tax with appreciated stock

Peter and Gail Williamson were nearing retirement. Over the years, with the help of their financial advisor, they made solid investments in securities and built a sizable portfolio. While their investments increased substantially in value, their potential capital gains tax bill was rising. Now with retirement on the horizon, the Williamsons were looking for a way to sell their highly appreciated stock, generate income for their future and avoid paying high capital gains tax.

**Peter:** For many years we had supported the work of our favorite charity. Through an e-mail we learned that we could make a gift of our appreciated stock to charity and bypass the potential capital gains tax cost we were facing. I was thrilled to learn that after transferring our portfolio to a charitable remainder trust, the trust would sell the stock tax-free.

**Gail:** I liked the fact that the trust would provide us with income for our retirement years. If something happened



to Peter, I would still be taken care of for the remainder of my life.

Peter and Gail decided to make a gift of their appreciated stock to establish a charitable remainder unitrust. They were thrilled at the prospect of creating future income while bypassing capital gains tax.

**Peter:** When I heard that in addition to the other benefits we would receive a charitable deduction for our gift, it was just icing on the cake! I wondered why everyone nearing retirement doesn't set up a charitable trust.

## Insurance policy can work for you and United Way

You can give your life insurance policy to us today and receive a charitable income tax deduction. If your life insurance policy is no longer needed or will no longer benefit your survivors, consider making a gift and help further our mission. You can then make deductible contributions to us each year which we may use to pay the premiums. We benefit from the proceeds

of your policy.

You can also designate us as the beneficiary of your life insurance policy. You will continue to own it and can make use of the policy during your lifetime. The policy will be included in your taxable estate when you die, but your estate will benefit from an estate tax charitable deduction for the value of the gift to us.