

Community Investment

August 2010

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

Financial planner touts philanthropy

In his current position as managing director of business succession planning at First National Bank in Omaha, Richard Vierk evaluates the personal and financial status of businesses to help them develop a plan for the future. He calls it “estate planning on steroids.”

The job seems a perfect fit with his long association as donor, campaign chair, board member and benefactor of United Way. He understands the importance of philanthropy in planning for the future.

“There’s always an element of charitable giving in most families, in estate planning,” he said. One way to ensure that support will continue is through an endowment like United Way of Lincoln and Lancaster County Foundation. The Benefactor’s Fund, a new giving society of the foundation, is especially designed for long-term giving, as the funds are endowed and will not be used until the principal reaches \$500,000.

A Grand Island native, Vierk has been a United Way donor since his professional life began 35 years ago. During his years as partner in the accounting firm Deloitte & Touche, his employer was active in United Way and encouraged its employees to give. Vierk was thankful for that early culture of philanthropy and wanted to give more.

Retirement from Deloitte in 2005 freed Vierk to volunteer more of his time. He joined the regular United Way board in 2004, eventually serving as campaign chair in 2005, Tocqueville Society chair in 2006 and board president in 2007. In a way, his own career changes inspired his new role with the foundation, established as a separate supporting organization in 2005. Vierk became a foundation board member

in 2006, serving in a dual capacity and bridge between both organizations.

“I was around when the foundation was started, and I thought it was a good way to try and capture funds from those of us who are employed and giving, and then stop giving once we are retired.” Persuading retirees to continue giving through the foundation is also a means to ensure that future United Way funds will be available, he said.

Whether promoting general workplace giving or the prospective donor who pledges \$10,000 annually to become a member of the Tocqueville Society, Vierk’s mission is to raise awareness about United Way and the agencies it serves. The good work they do sells itself, he said.

Vierk himself became a Tocqueville Society member as an example to others who might be capable of giving at a higher level.

“Some of it was about leadership, and encouraging others to do more. It’s an example to the community,” he explained. “And then I examined my situation to see if it would fit with what I wanted to do in my giving, and I decided it was an appropriate thing.”

Vierk wants others to consider their own priorities and their ability to give generously.

More information on donating to the new United Way Foundation Benefactor’s Fund can be found on the reverse side of this newsletter.



Richard Vierk

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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Address Service Requested

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What is 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.

- You can become a benefactor by pledging \$10,000 to be paid over five years. An initial payment of at least \$2,000 must be made.
- The funds are endowed, so only the earnings can be used for unrestricted purposes as designated by the foundation board.
- A benefactor's gift is a separate gift to the United Way Foundation over and above any regular contribution.
- Gifts to the Benefactor's Fund may be given in the form of cash or appreciated securities.

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.

Charitable gift annuity offers advantages

After working for decades as a pediatrician in a small rural town, Patricia Brown was ready to retire.

Patricia: I bought some stock a number of years ago and overall this was a good investment for me. However, I was uncertain about leaving my savings in the market where I knew it could go up or down.



I was also looking for security for my retirement years. Ideally, I wanted to know that I would have the income I needed and that it would not change with the markets.

Patricia talked to a friend who had found a good choice. Her friend had set up a gift annuity with a favorite charity. Patricia thought that a gift annuity might be helpful for her.

Patricia: I called and asked about a gift annuity. I was very pleased to discover that I would receive a good payout based on my age. Plus, there would be a charitable tax deduction and part of the income would be tax-free.

I transferred my stock for a charitable gift

annuity. I was delighted with the fixed payment I received. I avoided part of the capital gains tax and my CPA was pleased that my charitable deduction will save taxes this year. With my tax savings and increased income, I plan to spend more on my grandchildren this year!

Consider a tax-free gift from IRA to United Way

Barbara retired after 40 years as a teacher. She had volunteered for many years with United Way. Since Barbara did not need the income, she decided to make a gift of \$2,000 from her IRA to reflect her support.

Barbara: My pension had benefited from the last stock market boom. I had more IRA income than I needed to cover my living expenses. I saw all of the good United Way had accomplished over the years and wanted to give something back.

Barbara called our gift planner and learned of a simple and easy method to make a gift to benefit our organization. Now that she was over age 70½, she had the option of rolling over up to \$100,000 from her IRA to charity without paying any taxes.

Barbara: It was very easy to make an IRA charitable gift, and I could help my favorite charity with my required distribution.