

Community Investment

December 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

Friendt family changed by United Way

Glenn Friendt and his family have had a varied, personal and enduring relationship with United Way that makes him a vocal supporter of its fundraising efforts and the many services its associated agencies provide to the community.

Friendt's United Way connection began in his first job, when he worked in the promotion department at Armstrong World Industries, one of the largest employers in Lancaster, Pa. The promotions staff was recruited to work on the community campaign for United Way, which was then called Community Chest. Moving back to Lincoln, he helped to launch the Miller Friendt Ludemann ad agency and was promptly recruited by United Way for its public relations committee. He later chaired the committee, was elected to the board of directors, and served as chairman of the board.

"It was a long commitment based on what the United Way does for this community, in terms of being a proactive force to sustain a community spirit and community services to those who find themselves in difficult situations," Friendt said.

His ties to United Way and its agencies grew even stronger in May 1975, when he and his wife adopted their daughter, Marcelle, from Family Services Association, which was then a United Way agency. "That experience with a United Way agency changed our lives," he said. As Marcelle and their son, Darren, grew up, the family continued to form new relationships with United Way. The kids played soccer in the YMCA leagues, and Marcelle's skill at the sport led to a scholarship to Creighton University. On graduation, she moved to Phoenix, where for 10 years she worked

for United Way, first in marketing and research and later running the fundraising operation for a large part of Arizona.

"Talk about how life can come full circle," Friendt said. "Here she was, adopted through a United Way agency, built her soccer career at a United Way agency and then ended up—her first job—working for the United Way."



Glenn Friendt

A member of the Benefactor's Fund, a giving society of the United Way of Lincoln and Lancaster County Foundation, Friendt wants others to join in supporting the agencies that have so benefited his family and the rest of the community.

"We tell people who are moving to Lincoln that there are a few things you ought to do," he said. "One of them is find a church, and the other is get involved in Lincoln, and one of the best ways to do that is United Way." He recommends a giving plan that is tailored to the donor's ability, from payroll deductions to annual gifts and the Benefactor's Fund.

"It's a tremendous way to have an impact on the city and the neighborhoods we live in," he said. The Benefactor's Fund is especially suited for those who have been successful in their careers and are either retired or semi-retired, such as Friendt. As a benefactor to the foundation, he strengthens his long-term commitment to United Way and its agencies.

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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2010 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.

- 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.

Take a long-term view with a year-end gift

United Way agencies provide services throughout the year, but as 2010 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 in our neighborhoods 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. Stock that has 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.



Endow the future with a year-end gift.

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 the accumulated funds from your Individual Retirement Account (IRA), you can add United Way as a charitable beneficiary. Even antiques, jewelry, valuable collections, automobiles and other personal property can be designated as gifts.

With a special gift before the end of the year, you can help create a brighter, happier future for children and families. When your charitable giving is completed by December 31, you get increased tax-savings on your 2011 tax return.

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