

Community Investment

May 2008

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

Crains' founding gift memorializes son

When the local United Way foundation received a \$100,000 matching grant to establish a permanent endowment in the fall of 2006, Brad and JoNell Crain saw it as an opportunity not only to ensure the charitable organization's future but to memorialize their infant son, who had recently died.

The Crains thus became founding members of the United Way of Lincoln and Lancaster County Foundation Inc., with a generous gift in memory of Aiden H. Crain.

As chief financial officer for Union Bank & Trust Company, Crain knows the importance of fiscal responsibility. He trusts United Way to use his money wisely.

"It's no different for me than investing. Being an accountant, I'm really focused on making sure that anything I do has a return on my investment, and I see United Way as a high return.

"I know what United Way does, and I have a great understanding of the people and what they are trying to accomplish," he said. "It's very comforting to me to know where those dollars are going."

With their donations to the United Way foundation, local businesses and individuals work in tandem with the United Way's network of agencies and volunteers to provide basic services in Lancaster County. A graduate of the University of Nebraska-Lincoln, Crain appreciates that emphasis on community involvement.

"I've been in the Lincoln work force for 22 years, and I've contributed all 22 years to the United Way campaign. I'm a big



Brad Crain is chief financial officer for Union Bank & Trust Company.

believer in what they do. The foundation provided another way to give to the organization and an opportunity to make a big impact because of the match."

Though reluctant to emphasize the memorial gift in Aiden's name, Crain admitted that the sustaining nature of the endowment was an important consideration.

"To be one of the founding contributors meant that his legacy would continue on."

Crain also is proud to work for a company that recognizes the importance of giving back to the community that supports it.

"As employees of the bank, we are given many opportunities to be involved in community activities. It's part of the bank's culture and sets a tone. It's not expected, but you feel that you want to do so for the right reasons. The bank sets the example with what they do for the communities in which it has a presence, and it just becomes human nature to want to be part of doing something to assist others."

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.

In the fall of 2006, Jay Dunlap and Union Bank & Trust Company provided a \$100,000 matching grant to the United Way of Lincoln and Lancaster Country Foundation to build a permanent endowment. We are proud to list these "Founding" members of the Lincoln community that have shown their support of the foundation through matching gifts and other gifts since its inception in 2005.

Distinguished Humanitarian

Union Bank & Trust Company
Jay Dunlap

Humanitarian—\$5,000 or more

Allied Insurance
BryanLGH Medical Center
Farmers Mutual Insurance Company of
Nebraska
Glenn and Janice Friendt
Leroy M. Inglis Charitable Trust
MDS Pharma Services
Miller Grandchildren Charitable Trust
Pfizer, Inc.

Founder—\$2,500 to \$4,999

Aquila
Brad and JoNell Crain (*in memory of*
Aiden H. Crain)
Crete Carrier Corporation
Duncan Aviation
Richard and Lanelle Herink
Lincoln Benefit Life
Stuart Foundation

Benefactor—\$1,000 to \$2,499

Boyd & Jackie Andrew
Gary & Deb Ahl
C. Rex and Ardis Bevins
Don and Nancy Bouc
Thomas M. Davies
Terry Fairfield
Jim and Dee Gaylord
Patrick and Mary Grewe
Cathy Hietbrink
Liz and Frank Hilsabeck
Richard and Janet Labenz
Jenni Lesoing-Lucs
Linweld, Inc.

Tocqueville Society Legacy Circle

Endowment of \$200,000 or more

Frank and Elizabeth Hilsabeck

Martin A. and Ruth A. Massengale
Kim M. Robak and William J. Mueller
Nebraska Independent Community
Bankers
William H. Osborn Charitable Trust
Doris J. and Bryan P. Robertson
Linda Robinson Rutz
Kris and Mary Rutford
Kathleen Rutledge
Steve and Carol Schmidt
Security Federal
Jim and Mary Strand
James and Julie Strasheim
Richard and Karen Vierk
Brian and Shelly Wachman
R. David Wilcox
Ross and Judy Wilcox
Dr. and Mrs. Charles Wilson

Patron—\$500 to \$999

John and Catherine Angle
Ken and Patricia Backemeyer
Nancy and Jim Biggs
Rich and Tammie Burns
Jerry and Michelle Bring
David Byrnes
Jim and Judy Cada
Shirley Clifton
Cornhusker Bank
George and Barbara Day
Alice M. Dittman
Joan Giesecke

Linda Gipson
Jon Gross
Aaron Hilkemann
Dr. Paul Hoff
Paul and Becky Huebner
Craig and Vicky Hundt
Dr. M. Colleen Jones
Dr. Jerry Kroeger and June Simpson
William Leavitt
Derrel and JoAnn Martin
Mick and Jan McKinley
Cathy Morrissey
Ed and Joan Perry
Cary and Lisa Peterson
Bryan and Nancy Shank
Dottie and Bob Shapiro
Jay and Dottie Steinacher
The Austin Company, Inc.
Jean and Dale Tintsman
Ed and Sue Tricker
Sue Wilkinson

Member—Up to \$499

Mary Aldrich-Knight
American National Bank
Stanley Anderson
Velda E. Anderson
Amy Birky
Bill Clore
Lori Druse
Todd and Connie Duncan
Dr. Stanley and Jeanette Ecklund
Eleanor Francke
Brian and Leslie Gibbens Hefner
T.D. Heelan
Chad Hood
J.B. Fine Foods, Inc.

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Charitable tax credit law benefits everyone

An enhanced version of Nebraska's charitable tax credit for planned gifts will have another go in the State Legislature next year, but the current tax incentive remains in effect through 2009. There is no better time for Nebraskans to direct their charitable gifts to Nebraska nonprofits.

The proposed law (LB 93) was postponed until the next session after a filibuster. It would have increased the maximum annual credits and the percentage of credit for each gift.

The current law, which went into effect Jan. 1, 2006, allows a maximum annual credit of \$5,000, a 10 percent credit for outright gifts from corporations, and a 15 percent credit for the value of irrevocable planned gifts from individuals. All gifts must be made to a permanent endowment targeted for charitable purposes within the state.

The state charitable tax credit got its started in 2000, when the Nebraska Community Foundation received a \$100,000 grant to study the future transfer of wealth in the state. Among the disturbing findings was the estimate that more than \$5 billion a year will be transferred from one generation to the next over the next 50 years, and much of that will be lost to



federal estate taxes or to heirs outside the state.

"There is a direct correlation between the transfer of wealth study and this law," said Maine Moul, coordinator of EndowNebraska. "This is an effort to raise the awareness of people about the needs of nonprofits in Nebraska and about their opportunity to give back to their home communities."

Moul emphasized the value of planned giving for many in rural Nebraska.

"In many instances, our businessmen, our farmers, our ranchers, are essentially cash-poor. They don't have a lot of annual disposable income, but they're sitting on some pretty darn significant assets. This is a way for them to provide for their home communities and their nonprofits in a way that they cannot do through cash gifts."

EndowNebraska acts as an umbrella organization for the state's nonprofits

that may benefit from planned giving. In the tax credit law's first year there was \$3.35 million in new endowments for Nebraska nonprofits, and \$102,470 in total credits was approved.

Moul said that even greater benefits to the state and to donors are possible with a more streamlined process now in place.

"We had begun to understand early in 2007 that donors and their professional advisors did not understand the law," she said. "We came up with sample forms for donors, nonprofits and professional advisors to use."

There are six ways that planned giving can be set up to take advantage of Nebraska's charitable tax credit:

- A charitable remainder trust
- A charitable lead trust
- A charitable gift annuity
- A pooled income fund
- A charitable life estate agreement
- A paid-up life insurance policy

The forms were prepared by EndowNebraska and approved by the Nebraska Department of Revenue. They are available at <http://nebraskataxcredit.org/home>.

More Donors

Continued from page 2

Jeff and Barb Jobes

A. Johnson Charitable Trust

Neale and Pat Kelley

Susan Mantey (*in memory of Euilalia Hafdell*)

Kent and Shelley Mattson

Polly McMullen

Marcee Metzger

Lisa Moore

Tiffany L. Mullison

Judith Peterson

Gale and Julie Pokorny

Hyman Polsky

William Redington

Judy Schmidt

Mark and Deb Schorr (*including honorarium*)

Frank C. Sidles

Earl Singletary

Cyril M. Sloup

Ray Steinacher

Ray Stevens

Barbara Turner

Carol and Jim Watson

Wayne B. Whitmarsh



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Permit No. 150

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Sue Wilkinson, *Ameritas Life Insurance Corp.*

Planning your will now reaps benefits later

Each spring, farmers start their tractors, hook up their implements and head to their fields.

First, they plow, turning the soil over into neat rows, breaking up the winter clods and preparing the land for planting. Then they seed, hoping that within a week or two they'll see the first glimpse of their crops peeking through the dirt. With enough moisture, some fertilizer and the cooperation of the weather, the farmers will enjoy a bountiful harvest.

Our lives are like those of the farmers. First, we plow our fields by obtaining the education and training we need to earn a living. Then we plant our seeds, launching our careers and starting our families. With proper nourishment our careers succeed, our families grow and we accumulate assets, such as savings, homes and retirement plans. Eventually, we reap our harvest and



enjoy the fruits of our hard labors by retiring.

Farmers would never think of stopping with their harvest. Once their crops are in, they start planning for next year's spring planting. So it is with our lives. Once we have reaped our harvest, we

need to plan for ourselves, our loved ones and the charitable causes we care about. For most of us, this entails having a will. A will can ensure that we sow the seeds that will benefit future generations of our loved ones and the causes we care most about.

When it comes to preparing your will, it is always springtime. The soil is always rich and ready for planting. All it takes for your loved ones and favorite charities to eventually reap a bountiful harvest is to plant the seeds in your will. For more information on planning your will, contact our organization. We will send you a free wills guide to help you plan for the future and make provision for those you love.

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