

Community Investment

September 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

Gift of insurance policy ensures legacy

One way of ensuring the long-term life of the United Way of Lincoln and Lancaster County Foundation and the programs it supports is to give a new or existing life insurance policy. With 42 years in the insurance business, Dave Sundberg knows the value of such a gift.

Sundberg feels strongly about giving back to the community that has been his home for more than 50 years. He came to Lincoln from Red Wing, Minn., on a football scholarship in 1958. He graduated from the University of Nebraska-Lincoln, served five years in the military, married and raised three children here.

As a representative of Massachusetts Mutual Life Insurance Company, under the name Continuum Financial, Sundberg offers a wide range of financial services, helping his clients to create and conserve an estate. For those who want to leave a lasting legacy in the name of a worthy cause, he often advises the bequest of a new or existing life insurance policy.

Making such a gift is actually quite simple. For a new policy, the donor writes a check—usually annually—to the chosen charity, or beneficiary, which in turn pays the premium. The two-step process allows the donor to take an annual tax deduction for the gift. In effect, the charity owns the policy and collects the benefits when the donor dies.

To those considering such a gift, Sundberg stresses the principle of “inevitable gain” to the charity. Even if the donor lives past age 90, the beneficiary eventually reaps the reward, a face value

of \$50,000, \$100,000 or more, which may be many times greater than the donor could have afforded in one lump sum.



Dave Sundberg

In the case of an existing life insurance policy, the donor simply transfers ownership to the charity and takes a tax deduction equal to the accumulated cash value of the policy, plus a deduction for the ongoing premiums.

The endowment of a life insurance policy to a charity is not something that Sundberg recommends only for others. He has made such a gift himself.

“Many years ago, I felt a throb in the heart to create a life insurance gift for Bryan Memorial Hospital’s foundation,” he said. “It was a new policy. Every October, I make a decision as to how much I’m going to contribute out of my checking account to Bryan LGH Foundation. If it’s not the full premium, then the balance is paid out of dividends that have been earned by the policy.”

Sundberg wants others to listen for that “throb in the heart” and give accordingly.

A good way to continue your legacy to the United Way is to secure your gift by giving a part of your current life insurance or a new policy to the foundation. This will insure that the foundation can help support the efforts of the United Way long into the future in memory of you.

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.
238 South 13th Street
Lincoln, NE 68508-2004

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Memorials and Honorariums

Honor a friend or family member through a memorial contribution or a special honorarium. Commemoration is available in two special ways:

- **A memorial gift** is given in someone's memory, often in lieu of flowers after a loved one passes away.



- **An honorarium** is given in someone's honor to show appreciation or to recognize an achievement.

Most memorial and honorary gifts are received as cash contributions, usually by personal check. Such charitable gifts are tax deductible. After receipt, the United Way will send the individual or family being honored a special acknowledgment card to let them know of the donation without disclosing the amount.

While creating a thoughtful remembrance, you can show lasting appreciation for this cherished person whose relationship is important to you and is remembered or honored according to your wishes. It is an enduring way to show how much you care.

Gift of stock increases deduction, lowers tax

As is the case with many families, there are times each year when Jim and Sharon focus their attention on gift giving. For years, they have created a gift list that includes family members, friends and loved ones. Last year Jim and Sharon made an addition to their list and began including United Way in their giving plan.

Sharon: Years ago, I inherited stock from my grandmother. We held the stock for several years, but decided to sell a portion of it this year. The stock had gone way up in value, and our CPA informed us that we had a capital gain of nearly \$120,000. We had always planned on making a charitable gift and the CPA reminded us that if we were to make a gift of this stock before the end of the calendar year, we would receive a charitable deduction on the gifted shares. This deduction will help offset the capital gain tax on the stock we sold.

Jim: We contacted United Way to discuss the best way to make a gift. The gift planner noted some of the most common gifts—a gift by check or by transfer of bonds or real estate, to name a few. He also said that it might be especially beneficial for us to think about giving some of our remaining appreciated stock.

Sharon: We were still holding \$80,000 in the same highly appreciated stock, and did

not intend to sell, primarily because of the substantial capital gains tax we already faced. To sell any more would only increase our tax.

The gift planner recommended that we consider an end-of-year gift that would help lower our taxes. He called this a Gift and Sale plan. It meant that part of our stock would be sold and the proceeds would come to us, and part would be gifted to United Way.

Jim: That is what we decided to do. By giving the \$80,000 in stock, we received two benefits. First, we avoided a large capital gains tax on that stock. We also received a charitable deduction that offset the capital gains for our prior stock sale of \$120,000. We are very pleased with the double benefits of our gift. And, we're delighted that we've been able to make a nice charitable contribution.



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.