

United Way of East Central Iowa Endowment Fund

Endowing the Second Century



United Way
of East Central Iowa

“The greatest use of life is to spend it for something that will outlast it.”

– *William James*



Endowing the Second Century

For many people, philanthropic giving is a lifelong commitment that provides both personal satisfaction and financial benefits.

Plant a seed today. Tomorrow

Since 1914 we have invested hundreds of millions of dollars into this region because of generous donors like you. Now, through the United Way of East Central Iowa's Planned Giving Program, you can give a general gift to our **Endowment Fund** which benefits you and your family, while ensuring that vital health and human service programs are available for generations to come.

Your Gift to the Endowment Fund

When you give to the Endowment Fund, you are leaving a legacy that will strengthen our communities, improve lives and make an everlasting impact.

Your gift to United Way of East Central Iowa's Endowment Fund is invested separately from UWECE's annual campaign funds. Earnings from the Endowment Fund are used to pay a portion of UWECE's overhead costs. This allows a larger percentage of the gifts contributed during the annual campaign to go towards addressing our communities' most pressing needs rather than covering administrative costs. Our vision is that 100 percent of every dollar given during the annual campaign goes directly to support vital community services.

Donors who have chosen to include United Way of East Central Iowa in their wills or other estate plans are recognized as contributors to the **Community Endowment Fund** and members of the **Touch Tomorrow Society**, honoring people who are allowing their caring to continue through a planned gift.

Let us know if you have remembered United Way for the future, and your name will be added to the list of others who have provided planned gifts and you'll be included as a member of the **Touch Tomorrow Society**.

Caring for the Community

United Way of East Central Iowa has responded to the changing needs of our communities for nearly a century. With your gift, we can continue to care about the needs that affect our friends and neighbors for years to come. We care about:

- Helping children start strong and be ready to learn when they enter school
- Helping youth grow strong and develop skills they will need to succeed
- Helping families stay strong, financially stable and healthy
- Meeting basic & emergency needs
- Building strong neighborhoods & communities





it will grow.

What is a Planned Gift?

A charitable planned gift is the result of careful and thoughtful structuring of one’s estate to benefit one or more charitable organizations. Such a gift is commonly asset-based rather than from current income and often involves a planning process utilizing the services of legal and financial professionals; i.e., estate and tax-planning attorneys, accountants and investment advisors. Planned gifts can be revocable (as in a will bequest) or irrevocable (as in a charitable gift annuity). Both have tax implications.

“The only thing you take with you when you’re gone is what you leave behind.”

– John Allston

Ways to Give a Planned Gift

Cash

An outright gift of cash qualifies for a full charitable deduction for most donors who itemize their federal income tax returns.

Charitable Trusts

The United Way of East Central Iowa can be named as the ultimate beneficiary of a charitable remainder trust or the income beneficiary of a charitable lead trust. Both are highly effective estate planning tools that can benefit donors now or later.

Life Insurance

The United Way of East Central Iowa can be named as the beneficiary of a new or existing life insurance policy. If the United Way of East Central Iowa is also named as the owner of the policy, all of the donor’s premium payments are charitable deductions.

Retirement Plans

Significant tax benefits can be gained by naming the United Way of East Central Iowa as residual beneficiary of retirement plan assets. This option allows a donor to defer a gift to the end of his or her lifetime, reduce the size of the estate, and meet charitable objectives.

Bequests

A gift can be made through your Last Will and Testament as an outright, residuary, contingency, or restricted bequest.

Appreciated Property

Gifts of securities and real property may provide important tax advantages. Their full fair market value is deductible as a charitable contribution with certain limitations.

Charitable Gift Annuities

This gifting technique is an outright gift of cash, securities or other property to United Way of East Central Iowa made during a donor’s lifetime in return for the organization’s promise to pay a lifetime annuity income to the donor.



“We are made wise not by the recollection of our past, but by the responsibility for our future.”

– George Bernard Shaw



Other Benefits of Planned Giving

In addition to planting a seed that will continue to grow for generations to come, there are financial incentives that may apply to planned giving:

- Can Provide tax-free or tax-advantaged accumulation of assets for charity and heirs
- Can increase current and/or future after-tax cash flow
- Can facilitate tax-advantaged transfer of wealth to heirs or other beneficiaries
- Can reduce or eliminate estate shrinkage due to taxes



William P. Whipple: Putting Aristotle’s Words to Work

When Bill Whipple began his insurance career in Cedar Rapids in the 1930’s, he learned very quickly that helping the community would help his business. Early on, he was recruited by a colleague to help raise money for United Way, known then as the Cedar Rapids Community Chest. As a United Way supporter for more than seven decades, Bill is resolute. “I am very much in favor of United Way’s work. Giving is a very difficult thing – to select individual organizations on your own, you can make all kinds of mistakes. But United Way helps solve the problem of giving.”

As past president of the Hall Perrine Foundation, Bill’s familiarity with the community and its needs is unmatched. And his commitment to sustaining “one of the most giving communities I have ever known” should come as no surprise. That’s why Bill included United Way of East Central Iowa in his estate plans.

“The more I am able to give, the more that is given to me,” says Bill. “For me, giving is almost a religious experience. I get a feeling of happiness that I have not gotten any other way.”

Bill thinks Aristotle said it best: “To give away money is an easy matter and in any man’s power. But to decide to whom to give it and how large and when, for what purpose and how, is neither in every man’s power nor an easy matter.”

For more information about how we can help you arrange your charitable gift, please contact:

Libby Gotschall Slappey, Manager – Planned Giving/Major Gifts

United Way of East Central Iowa • 1030 Fifth Avenue SE • Cedar Rapids, IA 52403

Phone: 319-398-5372 ext. 17 • Email: lslappey@uweci.org