

United Way of Portage County, Inc.

**United Circle of Caring Endowment
& United Circle of Caring Fund**



Case for Support



The United Way of Portage County inspires people to work together to improve lives and build stronger communities.

Organizational Overview

The United Way of Portage County, Inc. is a not-for-profit corporation, chartered in Wisconsin in 1945 and incorporated in 1949 to mobilize resources, create lasting community change, and ultimately - to improve lives. United Way of Portage County is one of 1,300 local United Ways, each governing itself through local leadership.

Funds raised by United Way are distributed to services in the following program areas:

- Providing Basic Needs
- Self Sufficiency
- Strengthening Families for a Lifetime

Throughout its history, United Way of Portage County has held fast to four core values that have helped shape how we operate. These values are:

Integrity: In our relationships with our stakeholders -- donors, agencies, individuals and the community – we hold ourselves to the highest ethical and moral standards.

Volunteer Leadership: Volunteers establish the policies for the organization and set the vision for the future.

Help those in need locally: We focus the community's resources on helping local residents improve their lives.

Stewardship: We are committed to ensuring that resources placed into our care will be managed in the most effective and efficient manner possible.

United Way of Portage County is governed by a Board of Directors consisting of over thirty volunteers who live and work in Portage County. The board determines the policy and direction of the agency. The agency staff implements the decisions of the board and ensures that the processes of the organization operate as directed. United Way of Portage County uses the services of hundreds of local volunteers in a variety of areas including fund distribution and community investment, campaign, marketing, financial oversight, and special projects such as Project Fresh Start and Make a Difference Day.

A Strong Organization

United Way of Portage County is a growing and thriving organization, one with an excellent track record of success since our beginning in 1945. As an organization we measure success in a number of ways.

United Way of Portage County supports over 30 programs that help literally thousands of local people each year. Annually, community leaders volunteer their time to evaluate needs and priorities in order to assure that your United Way gifts are used effectively, delivering maximum impact.

Perhaps the most visible measure of success is through our annual fundraising campaigns. In 1945, when Portage County's concerned citizens formed the Stevens Point War Chest, they raised \$19,633. Since that time, the movement has been referred to as the "Community Chest," "Red Feather Drive," and the "United Fund" and in 2010, with our current name of United Way of Portage County, we raised over \$2,500,000.

When you support United Way of Portage County, you are carrying on a decades-old mission with a tradition of generosity, stewardship of funds and community improvement.

Long-Range Goals for the Future

- 1. Community Engagement and Vision:** Engage and inspire communities to create a shared vision for the future and set goals for collective action.
- 2. Impact Strategies, Resources and Results:** Develop strategies that will achieve measurable and lasting change in community conditions, mobilize necessary resources and put them to work to produce positive results and improve lives.
- 3. Relationship Building and Brand Management:** Develop, maintain and grow relationships with individuals and organizations in order to attract and sustain resources to support United Way's mission.
- 4. Organizational Leadership and Governance:** Lead the United Way to successfully fulfill its mission, and in doing so, garner trust, legitimacy and support from the local community.
- 5. Operations:** Utilize efficient and cost-effective systems, policies and processes that enable the delivery of United Way's mission-related work and ensure the highest levels of transparency and accountability.

United Way of Portage County, Inc.

- **United Circle of Caring Fund and**
- **United Circle of Caring Endowment**

The United Way of Portage County offers two ways to make a lasting and valuable contribution to the future of our community.

The United Circle of Caring *Fund* is a restricted fund in which income and principal will be used and applied to meet special needs or to fund special projects in our community as determined appropriate by approval of at least seventy-five percent (75%) of the Board of Directors.

The United Circle of Caring *Endowment* is an endowment fund where the donor's initial gift – along with similar endowment gifts by other donors - is preserved and invested, and only the income, growth and appreciation may be used and disbursed, by approval of the Board of Directors, to match pressing community needs with donor interests.

In addition to successfully raising annual funds for ongoing operations, it is important for nonprofit organizations to plan for future needs and growth. These funds, separate from the annual campaign, are a vital resource for our community. The Fund and the Endowment will be used in the following areas, depending upon the wishes of the donor:

- *Funding for special grants or initiatives to address emerging issues*
- *Support for United Way of Portage County initiatives apart from the partner programs currently supported*
- *Designated by the donor to a supported field of interest (e.g., youth, elderly, homelessness, etc.)*

United Way of Portage County is committed, above all, to honoring the wishes of our donors with regard to the specific use of the contributions received.

How to Make a Gift

The staff of United Way of Portage County assists donors in identifying giving strategies that will fulfill their personal, family and business goals in conjunction with their long-term charitable goals. United Way is dedicated to finding the most efficient, personally satisfying and financially advantageous method for each donor to make his or her contribution.

Besides cash gifts during lifetime, there are several options in making a planned gift, including many that have significant tax advantages. Should a donor be interested in considering such a gift, it is recommended that they contact their financial advisor or the United Way of Portage County for more information.

Bequests

A will is by far the most popular and convenient way to make a planned gift to the United Circle of Caring. Individuals may make a general bequest of a stated amount or percentage of their estate, or they may make a residuary bequest, which provides for a gift after all other bequests have been satisfied. A will can also establish a testamentary trust to benefit survivors as well as your United Way.

Securities

Publicly and privately owned stocks, bonds, mutual funds and other appreciated securities may be donated to United Way of Portage County. In addition to providing benefit as a current gift, securities may also be part of the planned giving process, depending on the donor's wishes and financial objectives. A popular benefit of such a gift, beyond the charitable income tax deduction, is the avoidance of capital gains tax on the appreciation. Regardless of your income bracket, it is almost always to your advantage to transfer appreciated securities to United Way directly, rather than selling them and giving cash. In the case of securities having depreciated in value, in most cases it is advantageous to sell the security, take the capital loss for tax purposes, and donate the proceeds. You, your broker or bank trust officer should contact the United Way office to determine the best method for the transfer of your securities.

Gifts of Property

There are two major forms of property: real and personal. Real property is real estate — for example, a home, farm, or vacant land. Personal property includes cash, securities, art, patents, copyrights, and any other non-real property item that has a determinable value.

Life Income Gifts

Increasingly popular methods of giving are the (i) charitable gift annuity, (ii) two basic types of charitable remainder trusts – the charitable remainder annuity trust and the charitable remainder unitrust, and (iii) the charitable lead trust. The assets of the annuity or trust will eventually be used by United Way for the purpose(s) you designate.

Charitable Gift Annuity

The charitable gift annuity is not a trust, but is a contract between United Way and the donor whereby United Way promises to pay a fixed annuity to a maximum of two beneficiaries (beginning immediately or deferred to a later date) in exchange for the irrevocable transfer of assets by the donor to United Way. Annuity payments are based on the initial market value of the assets contributed and the ages of the income beneficiaries. A portion of the annuity payment may be considered a tax-free return of principal.

Charitable Remainder Annuity Trust

The annuity trust can be a good choice for those who want to receive a predictable income each year. The annuity trust pays a fixed dollar

amount annually to the beneficiaries based on a percentage of the trust's initial value. This amount cannot change during the duration of the trust.

Charitable Remainder Unitrust

In this case, the donor transfers assets to an irrevocable trust that provides yearly, fluctuating income to the donor or other beneficiaries based on a fixed percentage of the trust principal. Trust assets are revalued annually, allowing potential growth in income to the beneficiaries, which can offset the negative effects of inflation over long periods of time. Additional contributions can be made to the unitrust.

Charitable Lead Trust

A charitable lead trust is the reverse of a charitable remainder trust. Assets are transferred to the trust, which then pays income to United Way of Portage County for a fixed number of years. At the end of the fixed term, the trust assets are transferred to your chosen beneficiaries, such as children or grandchildren.

Life Insurance

Below are a few examples of ways you can use life insurance in your gift planning:

- Name the United Way of Portage County, Inc. United Circle of Caring Fund or the United Way of Portage County, Inc. United Circle of Caring Endowment as a beneficiary of an existing policy.
- Purchase a new policy for the benefit of the United Way of Portage County, Inc. United Circle of Caring Fund or the United Way of Portage County, Inc. United Circle of Caring Endowment.
- Give a paid-up policy and change the owner and beneficiary to the United Way of Portage County, Inc. United Circle of Caring Fund or the United Way of Portage County, Inc. United Circle of Caring Endowment.

Management of the Endowment

The United Way of Portage County Board determined that the most cost effective means of managing funds generated for the United Circle of Caring Fund and the United Circle of Caring Endowment, at this time, is investment under an agreement through the Community Foundation of Portage County, Inc. The United Way of Portage County Board will determine when and how to use the Fund or the income and appreciation of the Endowment, consistent with the intentions of the donors.

Recognition

By planning a gift to the United Circle of Caring Fund or the United Circle of Caring Endowment, you are setting an example for other caring, community-minded individuals to follow. With a gift of \$500 or more, your name will be included in United Way Leadership materials. In addition, your name will also

appear on a special recognition memorial brick in the United Circle of Caring Memorial to be located in downtown Stevens Point.

The Portage County community is a wonderful place to live, to work, and to raise our families. Some of the reasons for our quality of life are the vital services that help everyone and especially those in need. Participation in the United Circle of Caring (the Fund, the Endowment, or both) is how we can personally ensure that those services will be there for future generations.

Thank you for your support of United Way of Portage County and for considering a gift to the United Circle of Caring.

To make a contribution please make your check payable to, or direct your bequests or other plan gifts to, the following:

United Way of Portage County, Inc. United Circle of Caring Fund or
United Way of Portage County, Inc. United Circle of Caring Endowment.

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