

the future is conceived in the present



The United
Legacy[™]
Endowment

No one can tell what the future holds. But we can embrace the opportunity to prepare for it.

That's why United Way of Greater Battle Creek and the Battle Creek Community Foundation made the historic decision to work together to create an endowment powerful enough to serve the needs of the community far into the future.

United

in unity is strength, in strength, stability, in stability, future

United Way of Greater Battle Creek has worked diligently and passionately to meet the growing needs of our community for more than 85 years. United Way has had a profound impact on the health of the community by supporting families and programs that provide food, shelter, education and more.

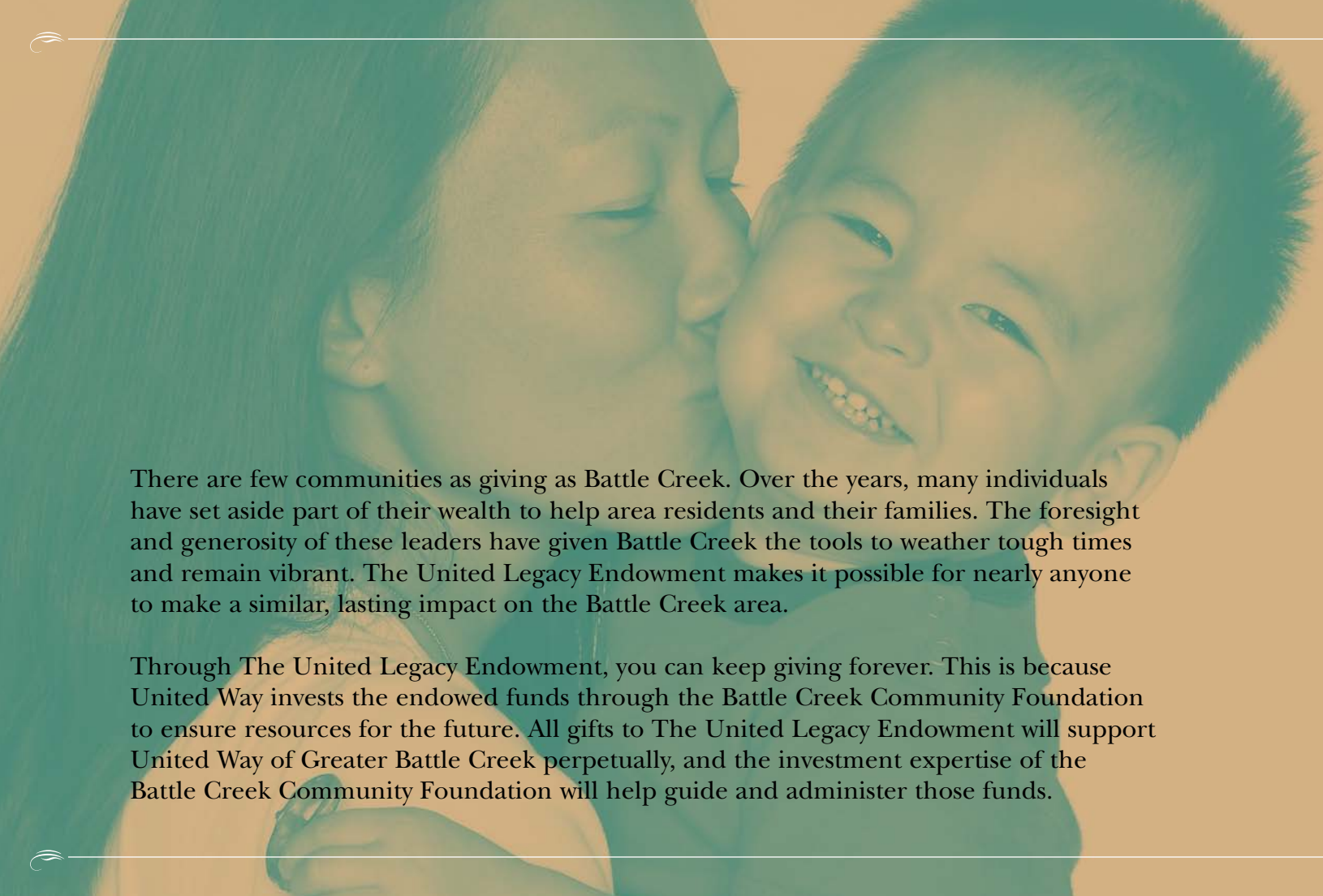
Yet each year, United Way faces the challenge of an annual campaign, the success of which dictates the level of community investment the organization can provide. As needs grow and change, and economic cycles fluctuate, it becomes essential to engage in strategic planning for resources that will help meet the challenges of tomorrow.



With endowments from individuals, families and companies, the Battle Creek Community Foundation has been working to ensure the healthy future of Battle Creek since 1974. With more than 600 endowments and assets of more than 99 million dollars, the Battle Creek Community Foundation has in some way impacted the life of nearly everyone in the community.

United Way of Greater Battle Creek and the Battle Creek Community Foundation bring together more than one hundred years of excellence in community building. Their respective strengths and expertise inspired leadership in both organizations to partner in building a unique planned giving and endowment program. These efforts will provide a lift in uncertain times, the ability to prepare for problems yet unimagined and a way to ensure United Way is in a position to leverage every opportunity for the good of the community.



A close-up photograph of a woman with long dark hair kissing a young boy on the cheek. The boy is smiling broadly, showing his teeth. The image is overlaid with a semi-transparent teal color.

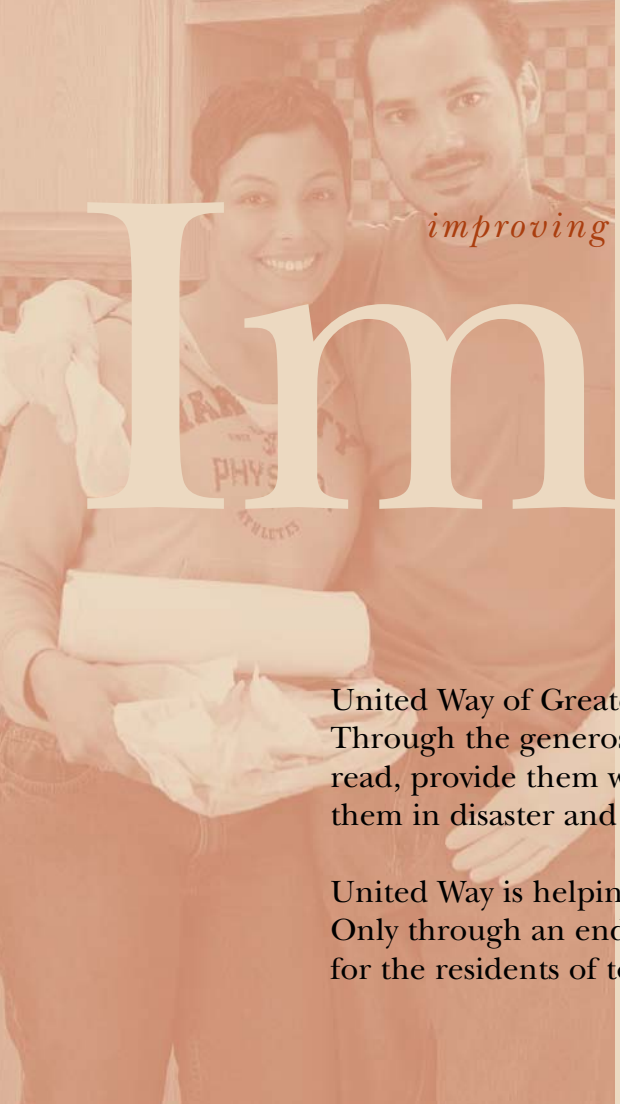
There are few communities as giving as Battle Creek. Over the years, many individuals have set aside part of their wealth to help area residents and their families. The foresight and generosity of these leaders have given Battle Creek the tools to weather tough times and remain vibrant. The United Legacy Endowment makes it possible for nearly anyone to make a similar, lasting impact on the Battle Creek area.

Through The United Legacy Endowment, you can keep giving forever. This is because United Way invests the endowed funds through the Battle Creek Community Foundation to ensure resources for the future. All gifts to The United Legacy Endowment will support United Way of Greater Battle Creek perpetually, and the investment expertise of the Battle Creek Community Foundation will help guide and administer those funds.

A photograph of a man, a woman, and a young girl smiling together. The man is in the foreground, looking directly at the camera. The woman is behind him, and the young girl is in the foreground, looking towards the camera. The image is overlaid with a semi-transparent teal color.

the richest inheritance is that which provides a means, not an end

Legacy



improving lives is as important tomorrow, as it is today

United Way of Greater Battle Creek is known for its ability to touch individual lives. Through the generosity of thousands of annual donors, we can help people learn to read, provide them with transportation to work, shelter them from abuse, comfort them in disaster and so much more.

United Way is helping individuals build better lives today, but what about tomorrow? Only through an endowment can the believers of our generation show compassion for the residents of tomorrow's Battle Creek.

United Way has evolved over the years and developed sophisticated ways of tracking and measuring results. No program is funded without detailed research indicating the need for service and the expertise of the agency providing that service. Once programs are funded, staff and trained volunteers monitor the results.

Because results are carefully tracked, United Way knows that each year individuals in need access United Way-funded services more than 200,000 times. Millions of dollars are invested every year in programs designed to help people and address critical problems.

Results can be seen at an individual level, as well as at a community level. United Way convenes business, government and non-profits to work together and tackle issues such as increasing literacy and keeping youth safe. When statistics showed local women couldn't get the obstetrical care they needed, United Way joined the effort to increase access to prenatal care.



today's investment is tomorrow's hope

And when the numbers revealed a downturn in dollars available for utility assistance, United Way pulled together the resources needed to keep people warm in their homes.

Gifts of any size to The United Legacy Endowment will support further results and progress on critical issues. Additionally, gifts to the endowment will allow United Way to create up-to-date solutions to the unforeseen crises of tomorrow.

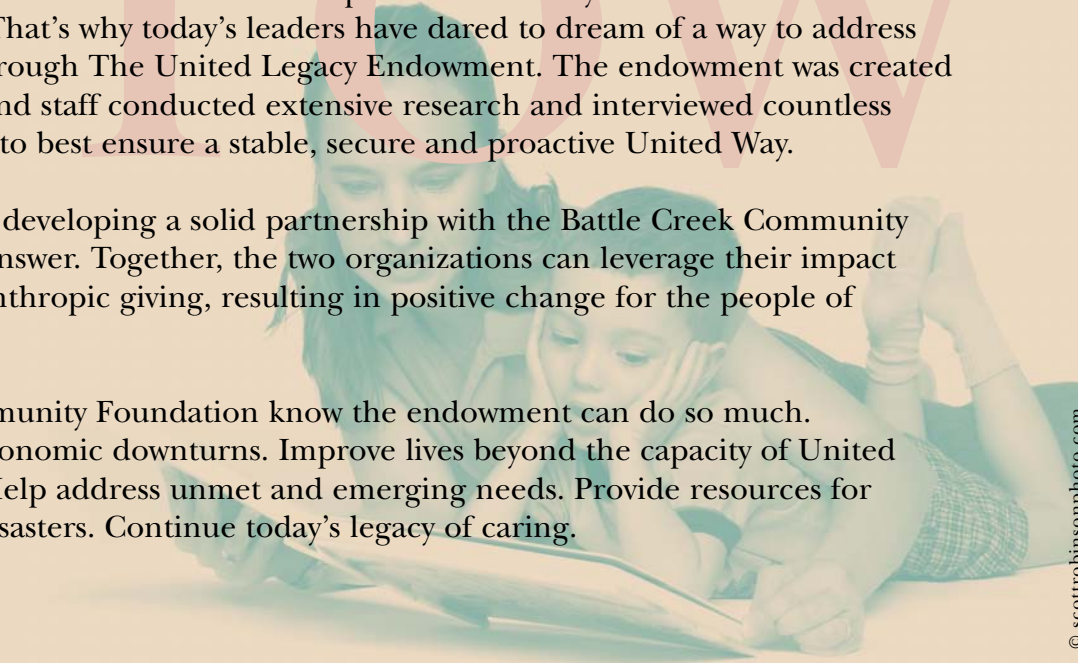
compassion combined with diligence ensures results

“ I love this town. I want to give something back. I trust the current and future decision makers of United Way and I am not at all reluctant to give them my time and treasure, knowing they will use it wisely for one and all. – Long-time donor ”

It's impossible to know what the future holds. The problems of today are sure to be different from those of tomorrow. That's why today's leaders have dared to dream of a way to address the needs of the future through The United Legacy Endowment. The endowment was created thoughtfully. Volunteers and staff conducted extensive research and interviewed countless leaders to determine how to best ensure a stable, secure and proactive United Way.

The research showed that developing a solid partnership with the Battle Creek Community Foundation was the best answer. Together, the two organizations can leverage their impact in order to increase philanthropic giving, resulting in positive change for the people of our community.

United Way and the Community Foundation know the endowment can do so much. Provide stability during economic downturns. Improve lives beyond the capacity of United Way's annual campaign. Help address unmet and emerging needs. Provide resources for handling unanticipated disasters. Continue today's legacy of caring.





the only worthwhile trust is one that is earned, over, and over, and over again

Trust

The decision to create a lasting gift is hard enough. Finding someone you can trust to carry it out effectively, and in the spirit and manner you intend, can be even tougher. But when you look at the demonstrated successes of United Way of Greater Battle Creek and the Battle Creek Community Foundation, you can't help but be reassured.

Both organizations have earned the respect and trust of the community by being innovative, diligent, dedicated and accountable in their work. Together, they will be faithful stewards of the gift you bestow on your community.



the gift of a lifetime

As a public charity, United Way of Greater Battle Creek offers maximum tax benefits. In addition to the personal satisfaction of giving, you may realize substantial income, capital gains, inheritance and estate tax savings with an investment in The United Legacy Endowment.

The United Legacy Endowment offers flexibility in how your dollars are used. A gift to the endowment will be invested with the earnings used to address the most pressing needs of greater Battle Creek. Areas for possible investment include:

An Unrestricted Gift: *United Way is unique among human service charities because it focuses on the whole community and not a single issue. Its strength has been, and will continue to be, its ability to adapt to the changing needs of the area. An unrestricted gift to the endowment allows future Boards of Directors to determine what needs are most critical and how to direct investment income to address those needs.*

Safety Net: *programming in this area helps fulfill basic human needs such as clothing and food. This area also supports healthy lifestyles and equal access to healthcare.*

Bright Futures: *programming in this area helps ensure a great education for children and life-long learning for all residents, and helps individuals achieve increased self-sufficiency.*

Strong Families: *programming in this area helps create a caring community of adults and families, nurturing youth toward positive behavior.*

If you would like to receive more information about how to make a gift that lasts forever, please call Chris Sargent at 269.962.9538 or send an email to Legacy@uwgbc.org.

A close-up photograph of two hands clasped together, one slightly larger than the other, set against a warm, orange-toned background. The hands are positioned in the upper half of the page, with the fingers interlaced.

Giving



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