



**UNITED WAY**  
Martin County

**FOUNDATION**



# Investing in Tomorrow

Since 1972, United Way has been a driving force for lasting change in our community. Every year, we invest in over 45 carefully vetted programs through local agencies that focus on improving health, financial security, and education in Martin County.

As our community evolves, so do its needs. What was once a priority may no longer be relevant, and predicting future challenges is always uncertain. That's why United Way stays proactive, working closely with local agencies and gathering data to ensure that every dollar raised makes the greatest impact. We don't just raise funds – we use them strategically to address the shifting needs of our community. But some challenges can't always be anticipated.

To ensure that United Way's work continues for the next 50 years and beyond, the United Way of Martin County established the Foundation. As an independent public charity, the Foundation is dedicated to accepting legacy gifts and building an endowment fund that will support our mission well into the future. Whether we face natural disasters, economic hardships, or other unexpected events, the Foundation will stand as a steady pillar to help us navigate any storm.

Our community will always have needs, and a gift to the Foundation is an investment that not only supports your family today but safeguards future generations to come.



## Foundation FAQs

### Why does United Way need an endowment?

An endowment is a permanent fund that is thoughtfully invested for long-term growth, generating a reliable source of income year after year. Gifts to the endowment remain intact, with the returns reinvested or used to support current needs. Endowments provide stability during tough economic times, when demand for human services is high, and they strengthen our ability to respond to emergencies or disasters. At United Way, we are dedicated to ensuring that we are always ready to meet the evolving needs of our community—today, tomorrow, and in the future.

### Who manages the endowment?

The Foundation is overseen by a local, volunteer Board of Directors, made up of financial experts, retired corporate executives, donors, and community leaders. Together, they focus on strategic efforts to grow the endowment. The funds are professionally managed by a trusted local wealth management group, which provides regular financial updates to the Board's Investment Committee.

### I already support United Way's annual campaign. Is that the same thing as giving to the endowment?

No. Unlike the Annual Campaign, which relies on your support each year, gifts to the Foundation are typically one-time contributions or deferred gifts from assets, rather than annual income. These gifts are often made through wills, bequests, life insurance policies, IRAs, retirement plans, or other planned giving methods. While gifts to the Annual Campaign come through cash, checks, credit cards, or payroll deductions, gifts to the Foundation are designed to support long-term sustainability. We deeply value your ongoing support of the Annual Campaign and hope you'll also consider contributing to the Foundation. Both types of giving are essential to addressing the needs of our community, now and in the future.



# WAYS TO GIVE



## Outright Gift

An outright gift of cash, stock, real estate, or other personal property allows you to make an immediate impact. In return, you can receive an income tax deduction for the gift and potentially avoid capital gains tax on appreciated assets.

## Bequests & Wills

The majority of planned gifts come in the form of bequests, which are often the simplest way to create a lasting legacy. A bequest is a gift made through your will or living trust, allowing you to leave a specific percentage or the remainder of your estate to United Way. Since bequests don't impact your assets or cash flow during your lifetime, they also offer potential benefits like reducing estate tax liabilities. Depending on the type of asset you contribute, capital gains tax may also be eliminated.

## Life Insurance Policies

You can designate the United Way of Martin County Foundation as a beneficiary, or partial beneficiary, of an existing life insurance policy, or purchase a new policy to donate to the Foundation.

## Retirement Plan

United Way can be named as the primary or contingent beneficiary of your retirement plan, such as an IRA or 401(k). This is a straightforward and flexible option, especially for individuals who have other assets to leave to their heirs while supporting a cause they care about.

## Charitable Gift Annuity or Deferred Gift Annuity (CGA or DGA)

By making an irrevocable gift of cash or securities, you and a designated beneficiary are guaranteed lifetime income, based on rates set by the American Council of Gift Annuities, tailored to your age(s) at the time of the annuity. This option provides stable returns, often at higher rates than other fixed income investments, making it a great choice for retirees or those approaching retirement. Additionally, a deferred gift annuity allows you to start receiving income at a future date of your choosing.

## Retained Life Estate

You can donate a residence to United Way while retaining the right to live in the property for the rest of your life. You'll remain responsible for maintenance costs and taxes during your lifetime. After your passing, the property will transfer to United Way, potentially offering capital gains tax savings.

## Charitable Remainder Trust (CRT; unitrust or annuity trust)

Assets are permanently transferred to a trustee, and you or designated beneficiaries receive payments either for life or a fixed period. In a unitrust, payments are based on a percentage of the trust's assets' fair market value, while in an annuity trust, payments are a fixed dollar amount. Once the trust term ends, either upon death or at the conclusion of the predetermined period, the remaining assets are transferred to United Way. This arrangement offers benefits such as income tax deductions, potential capital gains tax savings, and estate tax advantages.

## Charitable Lead Trust (CLT; unitrust or annuity trust)

This option is similar to a Charitable Remainder Trust, but with the income going first to United Way, and the remaining balance passing to designated beneficiaries. It offers the benefit of an income tax deduction and could allow you to avoid capital gains tax on appreciated assets. This can be a creative way to pass on appreciating assets to family members while providing immediate support to charity.





## BOB WEISSMAN

I've been involved with United Way of Martin County for more than 25 years and have come to learn that this United Way is a blessing to our community. Unfortunately, the needs of the community are greater than the amount of funds that the annual campaign can raise. With that in mind, the Foundation was founded to create an endowment to make up for any shortfalls in perpetuity.

## BETSY HEROLD

Having been involved with non-profits for many years, both as a donor and board member, I have realized the need for planning for the future. This is exactly what UWMC has done with the formation of their Foundation. It will assure that the important work they do can continue even in down times.



## DENNIS LONGSTREET

We don't know what the future will bring. But what we do know is that a strong United Way leads to a strong community. And our Foundation focuses on ensuring that this strength continues for generations to come.



# SAMPLE BEQUEST LANGUAGE

### Specific Bequest

I bequeath the sum of \_\_\_\_\_ dollars to the United Way of Martin County Foundation, Inc. a charitable organization (EIN 20-3521388) located at 10 SE Central Parkway, Suite 101, Stuart, FL 34994. I have completed and submitted to the aforementioned charitable organization a Declaration of Intent outlining my wishes and recognition preferences.

### Percentage Bequest

I bequeath to the United Way of Martin County Foundation, Inc. a charitable organization (EIN 20-3521388) located at 10 SE Central Parkway, Suite 101, Stuart, FL 34994, an amount equal to \_\_\_\_\_ percent of the net value of my estate as finally determined for federal tax purposes. I have completed and submitted to the aforementioned charitable organization a Declaration of Intent outlining my wishes and recognition preferences.

### Residual Bequest

I devise the residue of my estate, after the satisfaction of all specific bequests and the payment of all taxes and other costs attending my death, to United Way of Martin County Foundation, Inc. a charitable organization (EIN 20-3521388) located at 10 SE Central Parkway, Suite 101, Stuart, FL 34994. I have completed and submitted to the aforementioned charitable organization a Declaration of Intent outlining my wishes and recognition preferences.

We recommend consulting with an estate attorney to determine the best way for you to leave your legacy. If you don't have an attorney, United Way of Martin County can connect you with trusted partners who are members of the Martin County Estate Planning Council.

**If you've already included United Way of Martin County in your planned giving, please let us know so we can acknowledge and thank you for your generosity.**

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