

United Way Mission:

To improve lives and build community by engaging individuals and mobilizing collective action.

We.

Each one of us brings something special, something necessary to making Winnipeg a better place to live. When "We" work together, our individual contributions multiply into the strength and confidence of "We". And "We" all benefit. United Way makes "We" happen.

United Way's Named Funds: Personalizing Community Commitment

Through The Tomorrow Fund, donors can establish a personal or family fund to link their lives to United Way and our community in perpetuity. A named fund is an expression of your values and commitment to making Winnipeg an even better city. A named fund can be established with a minimum donation of \$5,000 (a lump sum or an accumulated amount), which can be added to at any time. The Tomorrow Fund recognizes the individuals and families that have established a named fund.

The Gail Asper & Michael Paterson Fund *
 The Daniel Blankstein & Dr. Sara Israels Fund
 The Morley & Marjorie Blankstein Fund
 The Penny & Sheldon Bowles Fund *
 The Burt Family Fund
 The Gus & Diane Campbell Fund *
 The Dr. Alice Cheatley Fund
 The Coghlan Family Fund *
 The Gwenda Coombs Fund *
 The Dzisiak Family Fund *
 The Honourable D. D. Everett Fund *
 The Dr. Gordon P. Fahrni Fund
 The Molly & Ted Finkbeiner Family Fund
 The John F. (Jack) Fraser Fund *
 The Dr. R.F. & Eira Friesen Fund
 The Robert P. Gannon Fund
 The G. B. Gray Fund *
 The Doug Harvey Family Fund
 The Margaret Houston Fund
 The Doris & Rod Hunter Fund
 The Pat & Laddie Hutchison Fund
 The Ernest Johnson Fund
 The Serena H. Kraayeveld Fund *
 The Miriam Lampé Fund

The Susan Lewis Community Fund
 The Elizabeth Marr & Nick Slonosky Fund *
 The Doris & Gordon MacDonell Fund
 The Joan L. McAdam Fund
 The Barry & Carol McArton Fund
 The Ross McKenzie Fund
 The Alan & Erica McLaughlin Fund
 The Mike Miller Fund
 The Moffat Family Fund
 The Mark Norrie Memorial Fund
 The Sara Penner Fund *
 The Dr. Bill Pope & Dr. Elizabeth Tippett-Pope Fund
 The Kathleen Richardson Fund *
 The Rick Lee & Laurie Shapiro Family Fund *
 The Gary & Gwen Steiman Fund
 The Jim & Jan Tennant Family Fund
 The Jean M. Walker Fund *
 The Jo Wright Fund *
 The Wyrzykowski Family Memorial Fund
 The Brenda & Darcy Zaporzan Fund
 Plus two anonymous funds

Your name here...

*Founding Members of United Way's 40th Anniversary Society

We care about tomorrow.

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3rd Floor, 5 Donald Street
 Winnipeg, Manitoba R3L 2T4
 Phone: 477-5360 Fax: 453-6198
 E-mail: uway@unitedwaywinnipeg.mb.ca
 Website: www.unitedwaywinnipeg.mb.ca

For more information about The Tomorrow Fund, please contact Jo Wright (Director, Major Giving) by e-mail at jwright@unitedwaywinnipeg.mb.ca or Sara Penner (Senior Manager, Major & Planned Giving) by e-mail at spenner@unitedwaywinnipeg.mb.ca or by telephoning 477-5360.

THE TOMORROW FUND COMMITTEE 2005

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This publication provides general information on planned giving. Its purpose is not to render legal advice. When making decisions about planned giving, donors should consult with their families, legal counsel and/or financial advisors.



HOW TO SUPPORT OUR 40TH ANNIVERSARY APPEAL

To support United Way's 40th Anniversary Appeal, simply donate to The Tomorrow Fund by December 31, 2005.

As United Way's 40th Anniversary year draws to a close, we applaud the generosity and commitment of all the dedicated donors who helped make it possible.

The Tomorrow Fund is United Way's endowment fund; a future-oriented way for donors to support our community and to create a legacy. A portion of the income is retained annually to ensure the real value of the capital is maintained and the balance is invested to address the root causes of the most pressing issues in Winnipeg; including poverty reduction, enabling successful youth and empowering neighbourhoods.

For more information, please contact Jo Wright, (Director, Major Giving) at jwright@unitedwaywinnipeg.mb.ca or Sara Penner, (Senior Manager, Major & Planned Giving) at spenner@unitedwaywinnipeg.mb.ca, or by telephone at 477-5360.

Working Together Today...for Tomorrow

As Autumn is well underway with its brisk weather and falling leaves, it serves as a seasonal reminder that United Way's 40th Anniversary Appeal is nearing its conclusion. This is why I would like to sincerely thank and salute the continued generosity of all Tomorrow Fund donors; and particularly those special supporters who recently became members of our 40th Anniversary Society. And if you're interested in joining them, please remember: you *still can* contribute to our 40th Anniversary Appeal. Just make your gift to The Tomorrow Fund by December 31st, 2005.

Autumn also is the time for United Way's Annual Campaign. As you may be aware, our 2005 Campaign Chair is Tom Bryk, President and CEO of Cambrian

Credit Union. Tom was the energetic host of this year's Kick-Off at Winnipeg Airport, September 22nd.

While Campaign 2005 is designed to empower United Way's mission today, The Tomorrow Fund has its sights set firmly on tomorrow. And as Tom and I see it: *when you support both, everybody wins.*

In effect, The Tomorrow Fund provides donors an opportunity to make an investment that will ultimately fulfill our shared vision of a stronger community, and happier, healthier lives for generations to come. Your gifts are a true legacy since they never stop giving.

Serena Kraayeveld
 Chair,
 The Tomorrow Fund



Tom Bryk, 2005 Campaign Chair & Serena Kraayeveld, TF Chair

Profile of a Founding Member Meet Gus Campbell

If anyone is a prime example of a United Way 40th Anniversary Society founding member, it's Gus Campbell. A partner in Ernst & Young LLP in Winnipeg, Gus has played a number of vital roles at United Way of Winnipeg over the years. This includes his time as Chair of its Board of Trustees, past Chair of the Finance & Administration and Donor Directed Giving Advisory Committees, Campaign Cabinet member, and a perennial, tireless volunteer.

"As a United Way donor, volunteer and board member, I know just how important it is to celebrate what has been achieved over the last 40 years," Gus says with a smile. "This is a dynamic organization that has grown and developed as a result of its committed donors and dedicated volunteers."

Gus Campbell is proud to be a founding member of the 40th Anniversary Society. He is also quick to encourage everyone interested to join its distinguished ranks of generous donors. "It's a great feeling," he says. "My support of The Tomorrow Fund through my gift to the 40th Anniversary is my way of showing just how important the United Way is not only for today, but for future generations."



Gus Campbell

Do You Have a Will? If Not... You're Not Alone

The vast majority of Canadians don't have a Will. But a Will is something everyone needs. A Will ensures that the distribution of one's estate, large or small, is consistent with their goals and their desires—it is a person's legacy.

Have you considered leaving a gift to United Way in your Will? A bequest is a great way to leave a legacy that supports your vision and goals for your community. If you've left United Way in your Will, please be sure to let us know so we can add you as a proud member of The Legacy Circle.

"All of us, if we are reasonably comfortable, healthy and safe, owe immense debts to the past. There is no way, of course, to repay the past. We can only pay those debts by making gifts to the future." – Jane Jacobs

Gifts that Last Forever by Sara Penner

No matter how you choose to be remembered, it is important to leave lasting footprints. Thanks to my new position here at United Way, I am fortunate to have the opportunity to help people determine their legacies through The Tomorrow Fund.

I feel privileged to have met some wonderful donors since I began work in late August. I find our donors to be thoughtful, caring and, most of all, sincere in their desire to have their gifts make a real difference.

Recently, I spoke with a donor who is building up her fund and will eventually receive a Named Fund while she is still alive. She is thrilled to see her endowment dollars hard at work in the community today and tomorrow.

Like so many of you, I am a proud Winnipegger, born and raised in this great and caring community. I have been inspired by United Way's Tomorrow Fund and its generous donors. That's why I made my own first gift to The Tomorrow Fund, this year.

This 40th Anniversary year is an exciting time to join United Way and I truly look forward to meeting many more of you in the coming months. If you have questions, or would like more information on The Tomorrow Fund, I would love to hear from you by e-mail at spenner@unitedwaywinnipeg.mb.ca or, by telephone at 477-5360.



Sara Penner

Sara Penner
Sara Penner,
Senior Manager, Major & Planned Giving

"As you move through the days and years of your life, you do not go unnoticed. You leave a trail, an impression, footprints... unquestionable proof that you existed... in the lives of those around you."

– Lee Ann Womack

CELEBRATE YOUR LOVED ONES' LIVES WITH THE TOMORROW FUND GIFT

You won't find it in a mall or catalogue, but you will find a unique and valuable gift idea from United Way of Winnipeg. Mark a special occasion or milestone with a celebratory gift to The Tomorrow Fund – a gift that comes wrapped in gratitude and appreciation.

Celebratory gifts are a thoughtful way to commemorate a birth, birthday, graduation, wedding, anniversary, employee achievement or retirement. It is also a meaningful and memorable tribute to someone's life after they die.

You can be assured it's one gift that won't be returned - but the returns are considerable!

Invest in Tomorrow

It's possible to leave your legacy through:

- A bequest in your Will
- A gift of life insurance
- Gifts of cash, securities or property
- A charitable remainder trust
- Gifts in the form of residual interest

