



United Way
Winnipeg

the TOMORROW FUND newsletter

United Way of Winnipeg's Endowment Fund

Fall 2008



Ken Opaleke goes the distance to make sure our city's youth reach higher and go further.

A LEGACY OF LEARNING

With any building project, the best way to ensure success is to begin with a strong foundation. It follows then, that the best way to build a bright future for our city is to ensure youth have every opportunity to achieve their potential.

Every day at United Way agency partner West Broadway Youth Outreach, Ken Opaleke is doing just that, mentoring at-risk children and pushing them to succeed in both school and life.

As West Broadway's co-director for the past 14 years, Ken has devoted his own life to "producing amazing adults" by encouraging children to read, do their homework and get good grades.

"My personality is such that I can't do enough," Ken says. "My passion is completely here."

One of 18 members of the United Way-supported Coalition for Community-Based Youth-Serving Agencies, West Broadway offers safe, positive after-school programming in a neighbourhood troubled by gangs, violence and drugs.

Ken estimates roughly 800 children have participated in the past year alone. And while the program is targeted primarily at kids aged four to 12, he makes exceptions for older kids willing to act as positive role models and mentors themselves.

Among former participants who've gone on to graduate and begin post-secondary educations, he boasts four doctors and one pilot.

Ken remains close to many and (as long as he's given enough advance notice) attends every child's graduation ceremony anywhere in Canada. To date he has traveled as far as Wainwright Alberta to share in the accomplishments of past participants.

Asked what would happen to these children without after-school programs, Ken sadly recalls one seven-year-old boy who never missed West Broadway's homework club, until one Wednesday in the winter of 1996.

"Another boy persuaded him to go down to the river and he slipped and went under the ice and drowned," Ken says. "I still keep the newspaper clipping on the wall and look at his face every day and it reminds me to get to that school early, to reach those kids and bring them here."

Ken feels he can still do more to inspire kids. He dreams of one day being able to offer a scholarship program.

With your support, United Way's Tomorrow Fund is providing the resources necessary for mentors like Ken to create opportunities for young people to succeed in school and life. That's a foundation for a future we can all build on.



TODAY'S CAMPAIGN, TOMORROW'S LEGACY

I hope that you've had a wonderful summer! Perhaps you had the opportunity to participate in some of Winnipeg's amazing festivals, enjoyed time at the lake or visited one of our many parks. Don't you love Winnipeg summers?

Now that fall is here, many of us are returning to those aspects of our lives which require more time and commitment. School classes have started again, summer vacations have ended and the city begins to hum once again with increased traffic. This is also a time of intense activity and excitement at United Way as the annual campaign, chaired by Bob Silver, has kicked off with an ambitious goal of \$17.8 million!

I encourage you to support the annual campaign and as you consider your annual pledge, I hope that you will join me in also contributing to the Tomorrow Fund. Your support ensures that United Way will remain responsive to tomorrow's challenges while addressing the issues that Winnipeggers have said are essential to ensuring better lives for everyone in our city today.

I'm thrilled to share the Tomorrow Fund has now surpassed \$8 million in capital value. It is a powerful and growing source of funding for United Way initiatives in our community that benefit us all.

Income from the Tomorrow Fund is used directly to help children and youth achieve their potential, promote financial stability and independence for all Winnipeggers and improve neighbourhood health and personal well-being. You can choose to build up a fund (possibly over a number of years) or leave a bequest in your will, continuing your annual gift in perpetuity. A gift to the Tomorrow Fund of \$5000 or more enables you to create a "Named Fund" which permanently acknowledges the legacy you have established.

If you would like more information on the Tomorrow Fund and/or gifting options, please contact United Way at 477-5360.

Through gifts today and tomorrow we're
creating opportunities for a better life for everyone.

Serena Kraayeveld
Chair, the Tomorrow Fund

NAMED FUNDS

Mark a milestone, celebrate a success, create a lasting tribute to a person or business.

A Named Fund is a lasting expression of values and a way to perpetuate a lifetime of community giving.

Named Funds are established with a gift of \$5000 or more. Your gift can be a lump sum or accumulated over a number of years, and you can add to your Named Fund at any time.

See the growing legacy built by Winnipeggers just like you by visiting:
www.UnitedWayWinnipeg.mb.ca/tomorrowfund

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Alan and Erica McLaughlin

INVESTING FOR TOMORROW, WITH THE TOMORROW FUND

Alan McLaughlin and his wife Erica support dozens of community organizations in Winnipeg. It's a legacy of philanthropy that extends more than 20 years. And for this professional portfolio manager with 35 years of experience, United Way is always at the top of the list.

"We're strong supporters of United Way because it helps the broad community," Alan says. "Winnipeg is fortunate to have such a strong United Way and it deserves as much support as we can give it. Every little bit makes Winnipeg a better place to live."

Alan is Vice President, Director and Portfolio Manager at RBC Dominion Securities where his two sons, Sam and Roy work alongside him.

It's a family affair and Alan is proud that the boys followed in his footsteps in their careers. He hopes this extends to their commitment to community as well.

When The Tomorrow Fund was created, Alan and Erica saw the power and value of contributing to United Way's endowment fund from both a financial and family perspective.

"I like the fact that the principle stays invested, and the proceeds of the investment are used in the community," says Alan. "In reality it's giving to the community on a perpetual basis."

The couple decided to establish the Al & Erica McLaughlin named fund. They hope that by creating this lasting legacy, their boys will in turn be inspired to support the community as they grow into their careers.

"We know our money is in good hands. The Tomorrow Fund is extremely well managed and positioned to benefit the community for a long, long time."

High praise indeed coming from a professional and a philanthropist who's made a career of knowing a good investment when he sees one.

WAYS TO GIVE

Make your mark, leave a legacy. The Tomorrow Fund offers a variety of flexible giving options to meet your needs:

- **Bequest:**
Join the Legacy Circle, name United Way as a beneficiary in your will.
- **Named Fund:**
A meaningful and permanent way to honour a lifetime of achievement or celebrate a milestone. You can establish a fund in a person's or a company's name with a lump sum or accumulated gift of \$5000 or more.
- **Commemorative Gifts:**
Make a one-time tribute to the memory of a beloved family-member, friend or associate or recognize a special occasion such as a birthday, grad, wedding, anniversary, retirement...you name it.
- **Gifts of Securities:**
Recent legislation effectively eliminates capital gains tax when appreciated publically traded securities are given to a charity.
- **Life Insurance:**
Name United Way as a beneficiary or transfer the policy's ownership.
- **Charitable Remainder Trust:**
Through this trust arrangement, you can make an irrevocable gift of an asset and receive an adjusted tax receipt while continuing to enjoy the income or benefit derived as if you retained ownership.

Visit www.unitedwaywinnipeg.mb.ca/donate.html or call 477-5360.

FOOD FOR THOUGHT AT ESTATE PLANNING SESSION

Scenic Tavern in the Park was the setting for May's Estate Planning Session hosted by the Tomorrow Fund Committee.

While attendees enjoyed the complimentary lunch, Florence Carey of Aikins MacAulay Thorvaldson LLP and Les Wiens of Investors Group served up some food for thought surrounding estate planning.

Carey presented a "top ten" list of issues that people should consider before meeting with their financial and legal advisors. Topics included power of attorney, healthcare directives, designating RRSPs or insurance, tax considerations and the importance of a will.

The second presenter for the session was Les Wiens, a financial planner with Investors Group. A Legacy Circle member, he talked about his own experience in making a bequest to the Tomorrow Fund in his estate plan.

"A gift to the Tomorrow Fund is a way to continue your charitable giving in perpetuity," said Wiens. "It's a great way to make a lasting statement about your values."

Whether securities, cash, insurance or some kind of trust, Carey stresses that it's important for a person to discuss their intentions with family and professional advisors, and outline the specifics in a will.

"You may give to a cause all your life, and you may intend that they share in your estate, but if you don't provide for a gift to the charity in your will, then no part of your estate will go to the charity," said Carey.

Wiens also recommended that you notify the recipient organization, who would like to have the opportunity to thank you and to plan on your gift.

The next estate planning session will take place at The Winnipeg Winter Club on October 30th. To register, call 477-5360 or return the enclosed card.

"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, Author & Canadian Icon

2007/2008 ANNUAL REPORT

The 2007/2008 year has been a busy and productive year for United Way. Find out what's been happening by visiting our website at www.UnitedWayWinnipeg.mb.ca where you can find our annual report, updates on activities and videos of Winnipeggers lives you have touched. If you prefer a hard copy of the report, please call 477-5360.



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