

# UNITED WAY FUTURE FUND

2019 ANNUAL REPORT

## Future Fund experiences growth in 2019

As of December 31, 2019 the United Way Future Fund has grown to over \$2.5 Million in liquid assets, and holds an additional nearly \$1 Million in Life Insurance premiums that have been donated by people still living. One of the Life Insurance policies donated in 2019 has a death benefit of \$150,000.

In keeping with United Way of Sarnia-Lambton policy, the Future Fund will provide \$85,000 of revenue for the 2020 community investment. This revenue is sound, stable funding for the funded programs and services of the United Way of Sarnia-Lambton.

The United Way Future Fund capital is invested conservatively by Ridgewood Capital Asset Management who reports directly to the United Way Board of Directors on a biannual basis. In addition, the board receives monthly updates from the United Way of Sarnia-Lambton Executive Director based upon the monthly statements.

## 20 YEAR HISTORY

### United Way Future Fund Progress



## 2020 UNITED WAY FUTURE FUND GOING FORWARD

### Leave your estate to both family and the United Way of Sarnia- Lambton

The United Way of Sarnia-Lambton Future Fund is viewed as a key component for the long term sustainability of United Way funding and strategy to keep fundraising and administration costs low.

As a result, the United Way will be more focused on Planned Giving going forward and will allocate 10% of the Executive Director's time on Planned Giving activities with the objective to grow the fund, and increase its capital assets and annual investment revenues.

In 2021, the United Way Executive Director shall spend 15% of his or her time on Future Fund activities with a near term goal of 20% of his or her time.

Promotion of the United Way Future Fund will increase with more events as well as scheduling one to one appointments with potential donors. A minimum of three events will be planned in 2020 to promote the fund and to recruit new Planned Giving donors.

In addition, more time will be devoted to expand the United Way network of allied professionals including lawyers, financial planners, life insurance agents, etc. as it relates to Planned Giving initiatives.

Recent surveys show that Canadians are not aware that they can leave their estate to both Family and Canadian Charities such as the United Way of Sarnia-Lambton. It is not a one or the other proposition.

We at the United Way of Sarnia-Lambton are grateful for any gift left to us by caring individuals who want to make a lasting impact with their donation. Most tax and finance professionals will often recommend a percentage of their estate to be left to charities ensuring an appropriate amount is left to children and grandchildren and other loved ones.

### United Way of Sarnia-Lambton Future Fund Financials, December 31, 2019

	2019		2018	
<b>Future Fund Revenue</b>				
Memorial Donation	\$	18,064.00	\$	24,242.00
Interest Income	\$	131,989.00	\$	49,570.00
United Way of Ontario Rebate	\$	-	\$	7,150.00
Life Insurance Policy Donation(s)	\$	-	\$	-
<b>Total Revenue</b>	\$	<b>150,053.00</b>	\$	<b>80,962.00</b>
<b>Future Fund Expenditures</b>				
Life Insurance In-Kind Donation	\$	-	\$	-
Insurance Premiums & Office Expenses	\$	50,689.00	\$	48,721.00
Excess of Revenue Over Expenditures	\$	99,364.00	\$	32,241.00
Fund Balance, Beginning	\$	2,201,204.00	\$	2,285,974.00
Excess of Revenue Over Expenditures	\$	99,364.00	\$	32,241.00
Inter-fund Transfers	\$	(97,000.00)	\$	(46,404.00)
Unrealized Loss on Investment	\$	300,819.00	\$	(70,607.00)
<b>Fund Balance, Ending December 31, 2019</b>	\$	<b>2,504,387.00</b>	\$	<b>2,201,204.00</b>