

# ACE

## ANNUAL CAMPAIGN ENDOWMENT

---

*A collaboration between the United Way and the United Way Foundation*

*We are privileged to announce an exciting new program - the Annual Campaign Endowment (ACE) - a collaboration between the United Way of South Hampton Roads and the United Way Foundation. This initiative has as its objective the strengthening and perpetuating of our Annual Campaign through lifetime gifts and bequests.*

*Each generation builds on the values of the preceding one, however one generation may not walk, figuratively, in the shoes of another. Thus it is imperative that our commitment to the United Way and its agencies, to the whole concept of communal fund-raising and distribution, be extended into the future. By establishing an Annual Campaign Endowment we inspire future generations. We connect with the future, for the future.*

*The establishment of an ACE fund which will be a lasting legacy, is not a substitute for your annual gift, but it assures the ability of the Annual Campaign to fulfill the needs of the future, many of which we are unable to envision at this time.*

*Simply expressed, the donor commits to the creation of an Annual Campaign Endowment which will bear the donor's name in perpetuity. Each year the United Way Foundation will distribute to the Annual Campaign a percentage of the total value of the fund as determined by the payout policy of the Foundation trustees for a given year. In practice, since the fund is expected to grow somewhat faster than the payouts, the distribution should be from a larger fund each year. Thus, the gift itself will grow over the years, maintaining its purchasing power despite inflationary pressures.*

*It is possible to fund an ACE through a bequest, or in some other testamentary manner (as a beneficiary of all or part of a life insurance policy). Donors may wish to make a beginning during their lifetime, using a gift of appreciated assets, adding to their named fund from time to time, in order to bring it up to the level they desire.*

*We are in the new Millennium. The Annual Campaign alone cannot assure the delivery of goods and services by our family of agencies and programs. Because your ACE gift can make all the difference, we hope you will consider a gift that will enable the Annual Campaign to live forever.*

*Inquiries from you or your professional advisor are sincerely welcomed and dealt with in strict confidence. Contact Marie Torrans, Managing Director and Charitable Gift Planning Officer, 757-853-8500, ext: 106 or [mtorrans@unitedwayshr.org](mailto:mtorrans@unitedwayshr.org)*