

70 for 70th Challenge

In 2025, United Way of Kennebec Valley proudly celebrates its 70th anniversary – a milestone built on decades of community impact. As we honor our past, we're looking to shape the future by securing 70 commitments to our Legacy Society.

Join us in the “70 for 70th Challenge” by making a planned gift or a one-time cash contribution of \$250 or more by December 31, 2025.

With 1 in 3 people in Kennebec County relying on support from United Way, Legacy Society members help us generate ongoing positive impacts across Kennebec County. Together, we can build a stronger, healthier community, give all children equal opportunities, and improve financial stability for everyone – for generations to come.

70
FOR
70

Invest in the Future of Our Community

Creating a legacy gift for United Way is a meaningful opportunity to leave a lasting impact. It's simple, rewarding, and helps ensure continued support for those in need. Your commitment strengthens our shared mission to improve lives and build a brighter future right here in Kennebec Valley.



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The IRS recognizes United Way of Kennebec Valley as a 501(c)(3) nonprofit organization. Our federal tax ID number is 01-6004404.



UNITED WAY
Kennebec Valley



UNITED WAY
Kennebec Valley

1955 - 2025

70 YEARS OF
IMPACT



**LEGACY
SOCIETY**

Create a Lasting Impact with a Legacy Gift

As a supporter of United Way, you've shown your commitment to building strong, healthy communities by advancing health, education, and financial stability for all. Now, we invite you to consider a new way to make an impact – by including United Way of Kennebec Valley in your future planning.

How It Works



How Will My Gift Support the Community?

United Way of Kennebec Valley invests your unrestricted gift and makes a distribution from the earnings annually. The annual distribution will support our campaign, which funds access to health, education, and financial stability across Kennebec County.

Many Ways to Give

Beneficiary of Your Will or Trust: Specify a bequest in your will or trust, and we'll invest it in United Way's long-term growth while using distributions to support our campaign annually.

IRA Charitable Rollover: Put your gift to use today. This tax-free gift allows investors who are 70 1/2 or older to transfer funds, up to \$108,000 in 2025, to a charitable organization without it counting towards their taxable income. Contact your IRA trustee.

Life Insurance Policy Donation: United Way of Kennebec Valley can be named as a beneficiary of your life insurance policy, which may offer estate tax advantages. Additionally, policies can be surrendered to create income tax benefits.

Retirement Plan Contribution: Name United Way as a beneficiary of your retirement plan, providing potential tax benefits.

Appreciated Securities Donation: Contribute stocks, bonds, or other appreciated securities gifts, which avoid capital gains and provide an immediate charitable deduction.

Donor-Advised Funds: Recommend a grant from your DAF to support United Way – your charitable contribution has already received its tax deduction when you funded the DAF.

One-Time Cash Gifts: Grow United Way's investments and support the campaign in perpetuity.



Join the 70 for 70th Challenge!

Help us celebrate seven decades of impact! By pledging a planned gift or a one-time contribution of \$250 or more by December 31, 2025, you can help shape the next 70 years of our mission. Be one of 70 donors driving lasting change for generations to come.

☐ I'd like to join United Way of Kennebec Valley's Legacy Society!

This gift has been arranged through:

- ☐ Will/living trust bequest
- ☐ IRA charitable rollover
- ☐ Life insurance policy
- ☐ Retirement plan contribution
- ☐ Appreciated securities
- ☐ Donor-advised funds
- ☐ One-time cash gift of: _____
 - ☐ Enclosed
 - ☐ Please invoice me

☐ Please contact me to discuss my plans further.

Name(s) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

How would you like to be recognized?

Informing United Way of your plans ensures that your future gift is used according to your wishes. Contact us at (207) 626-3400 or info@uwkv.org for more information.

Return to 121 Commercial St., Augusta, ME 04330