



You planted this tree.

Your enduring generosity to United Way's annual community campaign has helped it to flourish. Year in and year out, it has grown taller, its branches have spread wider... our community is stronger because you LIVE UNITED.

You can LIVE UNITED forever when you make a current or planned gift to the **LIVE UNITED Forever Fund** of Greater Ottawa County United Way at the following community foundations:

***Grand Haven Area Community Foundation
Community Foundation of Holland and Zeeland***

LIVE UNITED Forever Funds

The LIVE UNITED Forever Funds will grow in perpetuity, with 4 percent of their principal balances available every year to Greater Ottawa County United Way's community campaign, to sustain the effective local nonprofit programs, initiatives, and collaboratives that depend on the campaign ... which, in turn, depends upon the sustained generosity of community leaders like you.

These endowments will be managed and stewarded by the professional staffs and boards of directors of both community foundations and Greater Ottawa County United Way, for the good of the community, forever.

Gratitude and Recognition

Greater Ottawa County United Way wishes to recognize and remember all LIVE UNITED Forever Fund Donors. For generations to come, others will be inspired to a life of purpose and philanthropy through the example you set.

Following are some of the ways:

ANNUAL IMPACT REPORT

Every year we will dedicate a special section of our LIVE UNITED Impact Report to LIVE UNITED Forever Fund donors. This report is printed and distributed annually throughout the community and available at www.ottawaunitedway.org.

FOREVER FRIENDS

You will enjoy lifetime membership in the Forever Friends Society, including invitations to free donor appreciation events, complimentary tickets to our annual Celebration Dinner and special recognition at all such events, as well as invitations to educational programs (e.g. Community Assessment Rollout, housing forums, etc.) presented by Greater Ottawa County United Way.

Whenever you have a question about any community service, an employee of Greater Ottawa County United Way will be a phone call away to personally field your question and help you to understand all the programs, services, and solutions available in our community because our community supports a vibrant and effective United Way. You are a friend forever ... and also a trusted advisor and partner in our work.

LEGACY SOCIETY MEMBERSHIP

By virtue of your planned gift to either fund, you will become a member of that community foundation's legacy society.



OTTAWA COUNTY
VOLUNTEER CENTER
liveunited.ottawaunitedway.org/



Your next step is simple:

1. CURRENT GIFT

On the commitment card, indicate the amount you will donate now and to which endowed fund. (An amount 25 times your current annual gift will sustain your annual support forever.) Your gift can be in the form of cash, stock, or other real property.

2. PLANNED GIFT

Make a provision through your estate plan (will or trust) for a planned gift, and complete section 2 of the commitment card. You do not have to know the exact amount of the gift.

3. DONOR ADVISED FUND DESIGNATION

If you have established a donor advised fund at a community foundation, or at any other foundation, notify their donor services department that you wish to recommend a portion of your fund's yearly income to Greater Ottawa County United Way's annual community campaign and indicate your plans on the commitment card.

4. COMBINATION

Advisors at both Foundations and United Way are available to assist you and answer your questions about the method that best meets your needs and helps you to express, for all time, the love you invested in the community throughout your lifetime.



Lynne Sherwood

Lynne Sherwood, one of our community's brightest lights, left us suddenly, and far too soon, in January 2016. Born in Grand Haven in 1941, Lynne traveled far and accomplished much in her lifetime. Grand Haven High School's Valedictorian in 1959, she left for Stanford University and a degree in economics with honors ... then on to Harvard, where she was among the first class of women to earn an MBA from its School of Business in 1964. For the next 33 years she built a distinguished career on Wall Street, retiring as vice president of Goldman Sachs.

In 1997, she returned home to live in Spring Lake, care for her parents Marion and Ruth and sister Mary Ann, and take an active role in the management of JSJ Corporation. She served as the Corporate Secretary of JSJ from 1997-2005, when she was elected Chairman.

Lynne's keen mind and loving heart fired on all cylinders, powering the many boards and organizations she served and/or led, including JSJ Foundation, Grand Haven Area Community Foundation, Michigan Colleges Foundation, Alma College, Spring Lake District Library and Grand Haven Rotary.

To Greater Ottawa County United Way, Lynne was a creative, engaged community champion. She had no official title, but no campaign ever began without first seeking her input, nor ended without the excitement of sharing the results with her. From her we learned much, especially about the power of leverage to boost results. In addition to her generous annual leadership donation, hers was the genius behind the Tri-Cities Lighthouse Leadership Challenge. Over 13 years, her annual challenge match of \$30,000 raised more than \$1 million in new and increased leadership level donations from Tri-Cities residents. One donor at a time, \$1 a week became \$10 a week. Indifference became engagement. Good became great.

Thanks to the Sherwood Fund advisors, Lynne Sherwood will forever be a member of the Beacon Society of Greater Ottawa County United Way's Lighthouse Leadership Circle. Her annual gift to her community, like her light, lives on, through the Lynne Sherwood Fund for Greater Ottawa County United Way, an endowed fund of Grand Haven Area Community Foundation.

Like Lynne, you can LIVE UNITED forever when you include in your estate plan a bequest to the Greater Ottawa County United Way LIVE UNITED Forever Fund at Grand Haven Area Community Foundation or The Community Foundation of Holland/Zeeland.



115 Clover St., Suite 300, Holland, MI 49423
616.396.7811 www.OttawaUnitedWay.org

United Way is a 501 (c)(3) charitable organization. EIN: 38-3522782.

A TREE GROWS IN OUR COMMUNITY

Its roots reach deep into the earth of this place.

Its branches spread wide to provide shelter. It bears fruit all year ... the fruit of community impact, which improves the health, education and financial stability of the people of **Ottawa County.**

