



United Way Life™

United Way Life™ is an insurance policy that gives donors an easy way to leave a lasting legacy on the community. With United Way as the beneficiary, no gift is more powerful, or more lasting.

A Once in a Lifetime Gift.

No matter your stage in life, now is a great time to consider a life insurance policy that is a protected gift to United Way. When you pay the United Way Life™ policy premium, United Way is named the beneficiary, and upon the death of those named in the policy, that gift becomes exponentially bigger. Unlike a typical United Way donation, United Way Life™ is a gift that multiplies in value – as much as 5 - 8 times or more of the cost of the insurance premium paid by the donor. You can leave a legacy that can make an immeasurable difference in the local community.

Pay a Little, Give a Lot.

- The cost of the gift, paid as premium, is multiplied substantially when United Way receives the policy payout
- The premium payment is further offset by 50% matching dollars made possible by a generous United Way donor (up to \$2,500 per year, per donor)
- A portion of the policy premium is also tax deductible

Add United Way Life™ to Your Giving Strategies

- Creating a life policy is easy and affordable
- In just a few simple steps, a policy of \$200,000 or more can be created with your own agent or directly through United Way
- The premium is paid over five years, or you can choose to pay in full upfront
- Multiple lives can be added to the policy
- United Way Life™ giving does not disrupt your current estate plan

Your Leadership Counts Today and into Tomorrow.

Your gift will be a vehicle for the future, improving lives for those who need it most. But your gift of over \$200,000 will be recognized today, giving you membership in United Way Tocqueville Million, a worldwide movement of forward-looking leaders extending their impact for generations to come.



United Way of
Southwestern Pennsylvania