



EDGE

Every Dollar Gets Empowered

On the Leading Edge of Forward Thinking Philanthropy



LIVE UNITED™

EDGE: Every Dollar Gets Empowered

EDGE, which stands for 'Every Dollar Gets Empowered', is a donor designated fund established by Ed Lacey through the Community Foundation of Volusia & Flagler. The goal of EDGE is simple – to ensure that every dollar donated through United Way's annual giving campaign goes directly to the member agencies without the impact of administrative and fundraising costs.



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Who are We?

*EDGE is a donor designated fund established by **Ed Lacey** through the Community Foundation of Volusia & Flagler. With a Donor Designated Fund, you can have ongoing involvement in the use of your gift. Charitable individuals work with the Community Foundation's professional staff and expert advisors to address the issues and needs they care about most. All grants distributed from the donor advised fund – today and in the future – are then awarded to charities in the name of that fund.*



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Why Now?

The immediate goal of EDGE is to raise \$2 million in 3 years from forward thinking philanthropists in the Volusia/Flagler community and beyond who will be members of the EDGE Founder's Society. The momentum created by reaching EDGE's initial \$2 million goal will have a ripple effect that will provide the traction and resources to reach the ultimate goal of \$10 million.



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Why Is It Needed?

- *Well-managed health & human service agencies are faced with escalating deficits.*
- *Services are being forced to make deep cuts in services and programs at a time when they are most needed.*
- *Community leaders are desperately looking for ways to offset the impact of declining revenues to address their most critical unmet needs.*



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Goal: Sustainability

As the EDGE endowment builds, it will offset the operating costs of the United Way and its fundraising efforts to put more money directly into preventing and solving the community's most vital needs. Additionally, the fact that every cent of every dollar raised through United Way's annual campaign goes directly to member agencies delivers a compelling message that will continue to resonate with current campaign donors and attract new donors.



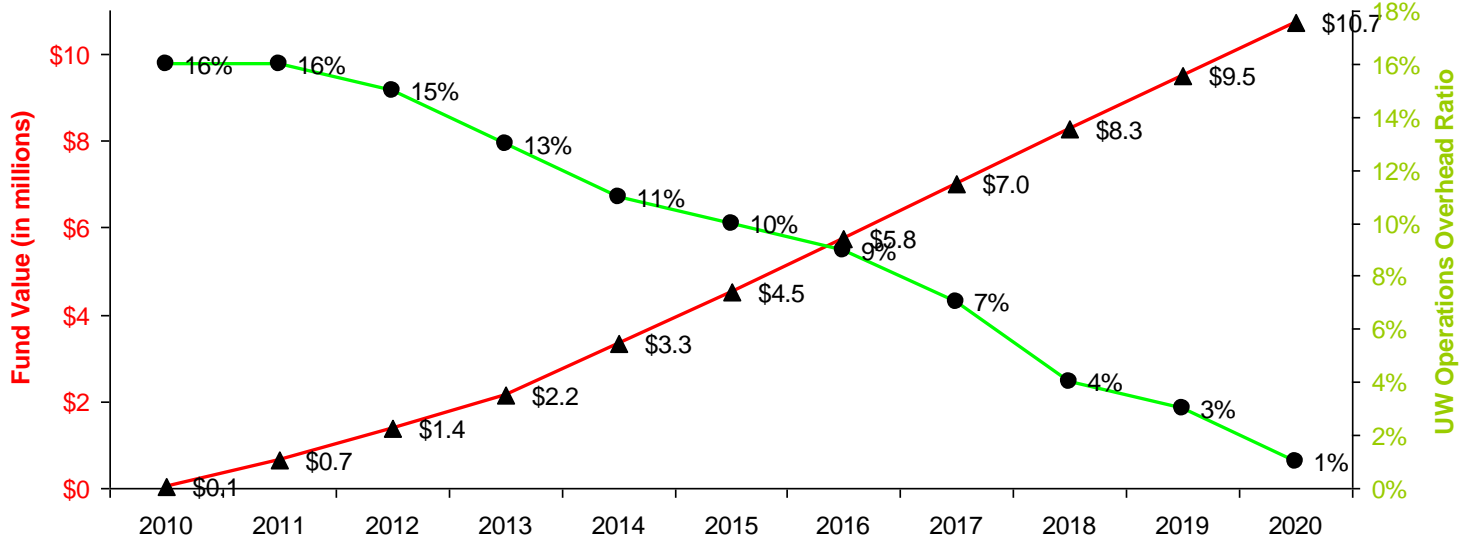
Metrics of Success:

- Increase the percentage of the annual United Way campaign dollars available directly to partner agencies.
- Significantly increase future campaign successes due to the elimination of donor objection and concern about expenses.
- Offer a significant key to future economic recovery, by making a sustaining difference in the health of all local charities that depend in part on the success of future United Way campaigns.

Out of this human crisis and economic challenge, will come incredible innovation...

Community Foundation EDGE Fund

- ▲ Fund Market Value
- Overhead Ratio



EDGE Founder's Society



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Founder's Society

The charter members of the EDGE Founder's Society are Ed Lacey and Preston Root, two key Community Foundation leaders and philanthropists.

To join the EDGE Founder's Society:

- *Call the Community Foundation office at 386-366-9059.*
- *Fund your contribution with a gift of \$250,000 or more in cash, securities, or other property.*
- *Leave the paperwork to us; joining is as simple as it is effective.*



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Founder's Society

Donor Benefits of Founder's Society Membership

- *Create a lasting legacy for future generations of your family.*
- *Immediate and maximum tax benefits, through a charitable deduction and potential estate tax reduction.*
- *Easy to set up, with assistance by professionals at the Foundation.*
- *Satisfaction of knowing you have made a difference in the life of our community.*



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*Outstanding community champions
are emerging...*

*Will You be One
of Them ?*