



# INVESTING IN WHAT'S NEXT

## Next Century Fund

For 100 years, Heart of Indiana United Way has responded to the evolving needs of our community. As we enter our second century, we know one thing is certain: tomorrow's challenges will require both preparation and flexibility.

**The Next Century Fund** was created to ensure we are ready – not just for today, but for generations to come.

## WHY IT MATTERS

The challenges facing families evolve. Economic pressures shift. Unexpected crises can threaten stability.

Flexible, forward-looking resources allow us to:

- Respond quickly to urgent needs
- Pilot innovative solutions
- Scale programs that demonstrate results
- Address gaps that traditional funding may not cover

The Next Century Fund positions United Way to act with both confidence and speed.

## A HYBRID APPROACH FOR LASTING STRENGTH

The Next Century Fund is intentionally structured as a hybrid investment:

### **50% strengthens our Next Century endowment**

Providing long-term stability and sustaining our mission for decades to come.

### **50% supports a Strategic Readiness Fund**

Allowing United Way to invest in emerging needs, innovation, and timely community response over the coming years.

This balanced approach ensures we build permanence while maintaining agility.

## HOW YOU CAN HELP

Supporters may invest through:

- Leadership-level gifts
- Multi-year commitments
- Donor-Advised Funds
- Appreciated assets

Every investment strengthens our readiness for the next generation.

**Be part of what's next.**

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