

POTTHOFF FAMILY CHALLENGE

Investing in Our Future



**PALISADE
COMMUNITY
FOUNDATION**
True to Our Roots • Focused on the Future



INVESTING IN OUR FUTURE

PALISADE COMMUNITY FOUNDATION FUND was established in 1996 to bolster community improvement, civic programs, and economic development for the residents of Palisade. Over the years, PCFF has granted and dispersed over \$44,000 back into our community. Grants have supported pool improvements like a slide and new pumps, cemetery fencing, the Veterans Memorial, Main Street signage and PA system, the Wanda Cooper Memorial including benches and planters in Centennial Park, new sidewalks, books and library software, and numerous scholarships.

Our volunteer fund advisory committee is dedicated and our donors are generous. PCCF works to build a better Palisade—staying true to our roots and focused on our future.

THE POWER OF ENDOWMENT

PCFF IS FOCUSED on building a permanent unrestricted endowment to award meaningful grants to local projects today and create a steady stream of revenue for community needs in the years to come. The endowment is an important tool to keep our hometown growing, thriving, and improving for future generations.

While Palisade Community Foundation Fund grants out a portion of the income earned by the unrestricted endowment each year, the principal—and your gift—remains intact and grows forever.



A PALISADE LEGACY

BETTY (LAWLESS) GREW UP on a farm north of Palisade. Frank Potthoff grew up on a farm south of Palisade and attended a country school through eighth grade. They met in the middle at Palisade High School, both graduating with the class of 1953. After graduation Frank went back to the farm and Betty was employed with Southwest Public Power. They married in April 1956. When they started their family Betty stayed home to care for the kiddos and Frank went to work at Southwest Public Power.

As far as anyone knows they never considered leaving their home—Palisade. Somewhere between earning a living and raising a family they developed a philosophy that changed not only their lives but those around them. That philosophy was simply to do whatever they could do to make the place they loved and called home a better place.

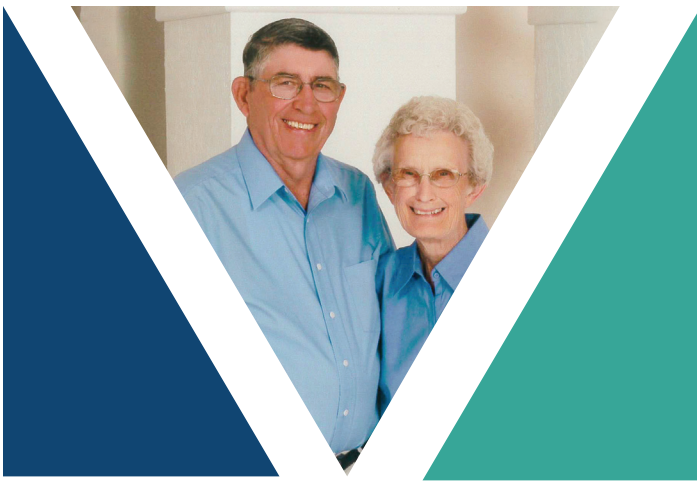
Frank worked for Southwest Public Power for 40+ years, first as a lineman and then any other role they needed. Betty worked at Palisade Schools for many years and then at Amfirst Bank's branch in Palisade.

They were active members of the Palisade United Methodist Church and both served in various leadership roles. Betty was part of the United Methodist Women group and put together numerous quilts for missions. She was the treasurer for many years.

Both Frank and Betty belonged to the Palisade Community Service Club. Betty was a long-time member of Friendly Neighbors Club and served on the Hitchcock County Election Board.

They were huge supporters of Palisade Schools and continued that support when it became Wauneta-Palisade. They supported the athletic and music/drama programs when their kids attended and that too continued. Betty was a mentor and went to school to read with elementary students for many years.

Maybe Frank just accidentally became involved in things—his little boy needed a baseball coach, so he was a baseball coach. When Frank became the coach, Betty became the keeper of the scorebook. The baseball league needed



a leader Frank became the leader. The village needed board members, Frank threw his hat in the ring. He was a member of the Palisade Volunteer Fire Department. Palisade Pioneer Days was a brainchild of Frank and Betty and their friends. He served on the park board and when Palisade needed a new pool he spearheaded the fund drive. When a group of Palisade residents decided they needed a café, Frank, Betty, and a group of friends learned how to peel potatoes, cook, and all the other things necessary to manage a café. When the community needed a new bank, he pestered a nearby bank to open a branch in Palisade and Betty went to work. When that closed, he researched how to establish a credit union and got a group of folks together and Pioneer Community Federal Credit Union is in business today.

Who could forget the Pioneer Days “Hee Haw” shows? Frank in another life was a great entertainer and never missed a chance to try to make people laugh. Betty’s face would turn a wonderful shade of red when he dedicated some of those crazy songs to her.

Frank was also involved in all of the business of Southwest Nebraska. He was a member of Community Builders, the dairy recruitment effort, the RC&D and the Nebraska State Historical Society. He was heavily involved in economic development working to make opportunities for young people to live here. For Frank and Betty, there should be no reason for the next generation not to make Palisade their home.

Frank and Betty thought Palisade needed a foundation to continue to make improvements in town and that foundation is in place to help make the Potthoff Family Challenge a reality.

We Have Been Challenged!

THE POTTHOFF FAMILY has offered a generous challenge to our community. If we raise \$100,000 by January 31, 2026, the Potthoff family will provide a \$20,000 match resulting in a \$120,000 increase to our unrestricted endowment, greatly increasing the Palisade Community Foundation Fund’s capacity to invest in local projects and causes that will continue to improve the quality of life in the community we love.

Kickoff Gift
\$10,000

Raise
\$100,000

Earn
\$10,000

Grow Endowment By
\$120,000

Deadline
January 31, 2026

HELP US RISE TO THE CHALLENGE!

Your generous gift will not only help build the unrestricted endowment today, it will continue to grow and keep giving tomorrow.



CASH – A gift of cash may be eligible for income tax deductions as prescribed by current law. Your cash gift may be by check, credit card or electronic funds transfer,

which authorizes the automatic transfer of funds each month from your checking or savings account.



AGRICULTURAL COMMODITIES – Gifts of grain or livestock may provide significant income tax savings to a producer. Because the property is gifted, no revenue is recognized, and the cost of production may still be deducted as a business expense.



MARKETABLE SECURITIES – A gift of publicly-traded stock, bonds or mutual fund shares is eligible to be matched at the full fair market value. Such a gift may provide you with additional tax benefits, as you will not pay capital gains tax on the appreciation in the value of the securities.



GIFTS OF IRA – Individuals who have reached age 70½ may contribute up to \$100,000 directly from their Individual Retirement Account (IRA), without having to recognize the IRA distribution in taxable income. If married, each spouse can transfer up to \$100,000 from his or her IRA.

Checks may be made payable to “Palisade Community Fund” and mailed to:

Palisade Community Foundation
PO BOX 12
Palisade NE 69040

You may also make a donation to the campaign online at www.nebcommfound.org/give/palisade-community-foundation-fund

As with all financial considerations, we encourage you to discuss potential tax advantages and other aspects of charitable giving with your attorney, tax advisor or financial consultant.



Palisade Community Fund is an affiliated fund of Nebraska Community Foundation.

CONTACT US:

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