Giving advice on charitable giving

Professional advisors and community foundations working together for clients and community.

Professional advisors find themselves at the convergence point of two dramatic forces in society today: the enormous increase in personal wealth and the reward and concern for the community.

Wealth is increasing; the number of American millionaires grew to 11.8 million in 2018, reflecting an upward trend in U.S. household wealth for the 10th consecutive year. Households with a net worth between $100,000 and $1 million grew by 200,000 from 2017, to 31.2 million.¹

At the same time, people from all economic backgrounds are giving back to their communities in record numbers. Community-based philanthropy is in the front ranks of this movement. In 2017, total gifts reported by the 100 largest U.S. community foundations increased to nearly $9 billion – a 9 percent increase over 2016.²

These trends are affecting professional advisor practices in two significant ways. First, advisors are incorporating charitable giving as an integral component in their financial and estate planning activities—including the question “Do you have charitable giving interests?” is standard planning practice for many advisors today. Charitable giving advice is a value-adding element in an advisor’s portfolio and a service welcomed by clients who expect an integrated approach to their wealth management. Second, advisors are incorporating community foundations as trusted resources in delivering charitable giving knowledge and products to their clients.

Here are ways we can help

Your Community Foundation can support you and your clients at every step in the charitable giving process. We can help you:

- Identify your clients’ charitable giving interests and motivations.
- Match personal charitable interests with tax planning needs.
- Create and implement charitable plans that are integrated into major business, personal and financial decisions.
- Facilitate complex forms of giving and execute technical giving instruments.
- Provide information on community needs and opportunities—and on the local agencies and programs that make a difference in the areas your clients care about most.
- Deliver grantmaking expertise and a range of administrative services related to charitable giving.

¹ 2018 Market Insights Report, Spectrem Group

² 2017 Columbus Survey
http://columbussurvey.cfinsights.org/dashboard/year/2017/tab/assets/
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Think of your Community Foundation as your personal planned giving center

We work through you. You stay in control of your client relationships; we’re here to help you serve your clients’ charitable giving goals.

We partner with you. We provide support, information, and expertise related to charitable giving options.

We help you build stronger relationships. Studies show that many high net worth individuals are expecting to talk about giving as they make financial plans with their advisors. They will appreciate the charitable impact and tax advantages you help them achieve by working with your Community Foundation.

We help you connect across generations. When you help families establish Donor Advised Funds at your Community Foundation, you begin an ongoing process of involvement with current and future generations.

Your Community Foundation is a resource for advisors. Attorneys, CPAs, financial planners, brokers, insurance agents, and other professional advisors are turning to community foundations to help enrich the charitable giving strategies of their clients. Here’s why:

- Your Community Foundation can assist with technical information on a range of planned giving options—from executing gifts of real estate, stock, or personal property to establishing funds, which meet your clients’ goals. Your Community Foundation can help you provide your clients with the best charitable giving strategies based on each client’s unique financial situation, tax status, and giving goals.
- Your Community Foundation has in-depth information on local needs and nonprofit organizations. When clients ask, “How can I make sure my charitable gifts will make a difference?” many advisors turn to your Community Foundation for information on the programs and agencies that are working effectively in the specific arenas interesting each client. Your Community Foundation is in touch with local organizations and activities addressing the broad spectrum of community needs and opportunities—ranging from arts, education, health, human services, and economic development to special programs for youth, family, and seniors.
- Your Community Foundation serves as the vehicle for giving many advisors seek for their clients. For example,
  - Your clients can establish Donor Advised Funds with your Community Foundation. Donor Advised Funds are the very popular mechanism through which a client can make a charitable gift and stay personally involved in suggesting uses for that gift over time.
  - Clients frequently name your Community Foundation in bequests as stewards for estate assets that the clients wish to direct to specific organizations and/or to address specific areas of community need or opportunity in perpetuity.
  - Giving through your Community Foundation also provides your clients time and resources for evaluating potential grant recipients, as well as the ability to give to multiple charities with a single gift.