

# The gift of philanthropic planning

Investing time and strategy into your philanthropic goals today could help ensure they become traditions each new generation can pay forward.

## YOUR GIVING WHYS, WHOS & HOWS

### WHY?

The process of formalizing your philanthropic plans begins with a simple question:

#### WHY DO YOU GIVE?

- ▶ What personal beliefs, values and experiences inspire your philanthropy?
- ▶ What do you want your generosity to accomplish?
- ▶ Which causes and communities are most important to you?
- ▶ When do you want to give – now, in the future, a combination of both?



#### YOUR FAMILY'S MISSION

Make your “why” official with a family mission statement, outlining core values, traditions and goals, to help ground and guide your giving.

### WHO?

The answer to “Who?” might seem obvious in the context of charitable giving, but the question is twofold.

#### WHO ARE YOU HELPING?

- ▶ What issues or causes – education, public health, animal welfare – are important to you?
- ▶ What types of organizations – direct aid, volunteer, religious – appeal to you most?
- ▶ Which causes do you currently support? Do you plan to expand that support?
- ▶ Which new causes might you focus future efforts on?

#### WHO'S HELPING YOU?

- ▶ How are you involving your immediate family?
- ▶ How are you sharing giving traditions and including younger generations?
- ▶ Which professionals – financial advisors, estate planning attorneys, tax specialists – are already on your team?
- ▶ Which advisors – professional trustees, foundation directors, philanthropic consultants – might you consider adding in the future?



#### BUILDING FUTURE PHILANTHROPISTS

Bringing the youngest members of your family into the philanthropy conversation today can help them develop skills for tomorrow:

Financial and investment literacy

Problem-solving skills

Cooperation and collaboration

Public speaking and presentation

### HOW?

Because giving takes many forms, your goals will determine which you prioritize and the strategies that maximize your impact.

#### WHAT WILL YOU GIVE?

##### YOUR TIME

- Volunteering
- Joining a board
- Mentoring or consulting
- Running for office

##### YOUR RESOURCES

- Donating physical assets (vehicles, art, etc.)
- Offering the use of a property
- Providing supplies

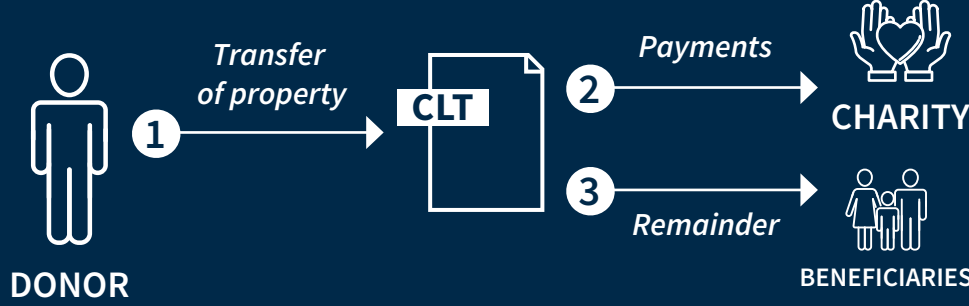
##### YOUR WEALTH

- Annual and responsive giving
- Individual or pooled giving
- Giving appreciated stock
- Establishing a charitable trust, fund or foundation

#### WHAT TOOLS WILL YOU USE?

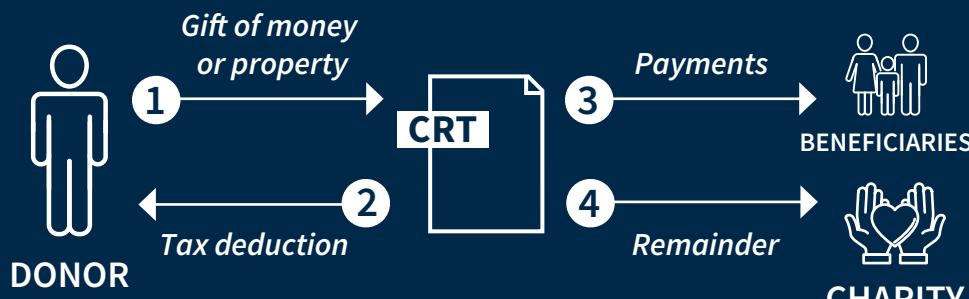
##### Charitable Lead Trust (CLT)

Enables tax-efficient giving during your lifetime, or a set number of years, with remaining assets earmarked for designated beneficiaries.



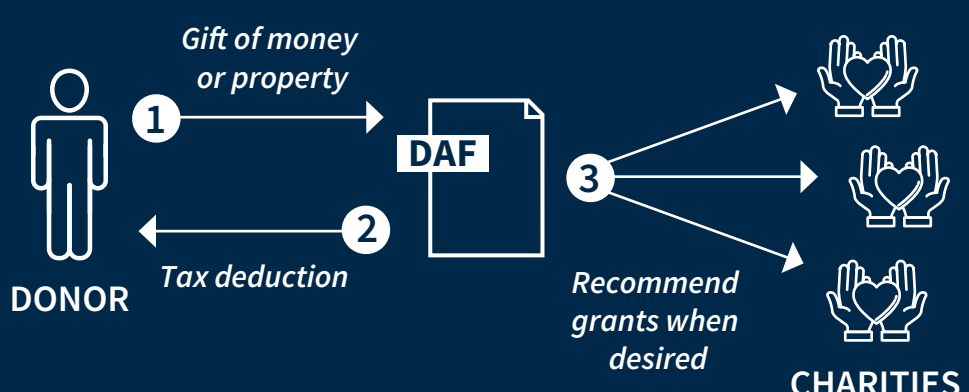
##### Charitable Remainder Trust (CRT)

Offers an initial tax break and income to named beneficiaries over the term of the trust, with remaining funds earmarked for a designated charity(ies).



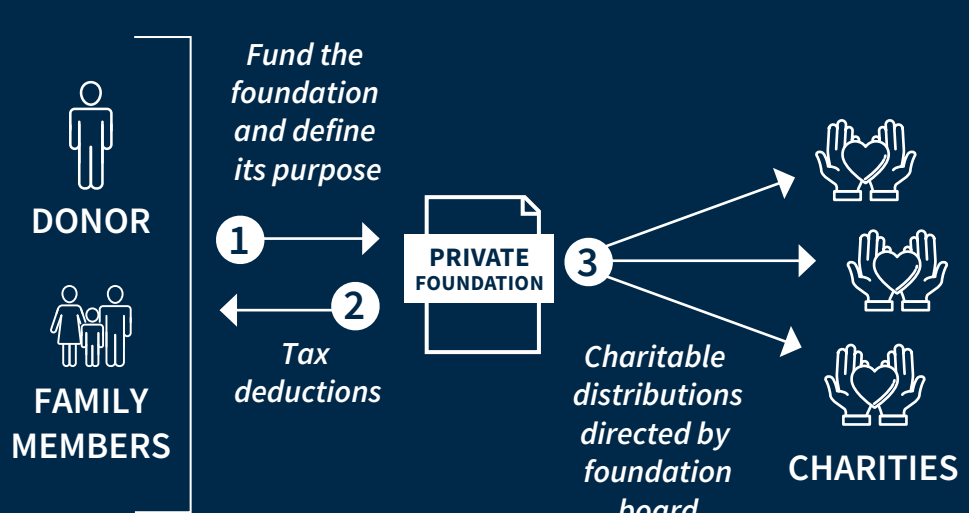
##### Donor Advised Fund (DAF)

Offers the opportunity to recognize charitable deductions today, while also allowing you to invest the assets for potential tax-free growth, and recommend grants to your favorite charities at a later time. Often referred to as a simplified version of a private foundation.



##### Private Foundation

Along with tax benefits, offers the opportunity to hire staff, custom design grant programs and appoint board members to govern the charity. Typically most suitable for donors looking to be actively involved in running a charitable organization that is primarily funded with sizeable donations from a single donor or family.



## Build your philanthropic future

Whatever you envision for your wealth – and how it will benefit the communities and causes around you – we can help you start the journey.