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 renewed concern for community.*

Despite economic fluctuations, the number of households with investable assets of $500,000 or more, excluding primary residences, rose from 10.5 million to 13.1 million from 2004 to 2005, respectively—a 25% increase. Between 2004 and 2005, the number of Americans with a net worth of $1 million or more has grown to 7.5 million—up 21% from 2004.

At the same time, people from all economic backgrounds are giving back to community in record numbers. Community-based philanthropy is in the front ranks of this movement. In 2005, total annual gifts to community foundations increased to over $5.6 billion—a 34% increase from 2004.

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 that we can help

Placer 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 (such as Charitable Remainder Trusts)
- Provide information on community needs—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

Placer Community FOUNDATION

Local giving. Lasting value.

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Think of the Placer 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 needs.

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 a community foundation.

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

"Community foundations are a resource that enables people to be charitable in a very personal way."

Estate Planning Attorney

Placer Community Foundation is a resource for advisors. Attorneys, CPAs, financial planners, brokers, insurance agents, and other professional advisors turn to the community foundation to help enrich the charitable giving strategies of their clients. Here's why:

- Community foundations are *neutral experts* with technical information on a range of planned giving options—from executing gifts of real estate, stock, or personal property to establishing Donor Advised Funds or income-producing charitable annuities. Community foundations help advisors provide their clients with the best charitable giving strategies based on each client's unique financial situation, tax status, and giving goals.
- Community foundations have *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 community foundations for information on the programs and agencies that are working effectively in the specific arenas interesting each client. Community foundations are in touch with local organizations and activities addressing the broad spectrum of community needs—ranging from the environment, arts, education, and economic development to special programs for youth, family, and seniors.
- Community foundations serve as the *vehicle for giving* many advisors seek for their clients. For example, community foundations can establish Donor Advised Funds—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. Community foundations are frequently named in bequests as stewards for estate assets that a client wishes to direct to address specific areas of community need in perpetuity. Giving through a community foundation also provides a client time and resources for evaluating potential grant recipients, as well as the ability to give to multiple charities with a single gift.

There's so much more we'd like you to know. *Your community foundation can help you help your clients achieve their charitable giving goals. We welcome the opportunity to work with you.*