



## PROFESSIONAL ADVISOR RESOURCES AND TOOLKIT

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Inside These Pages:

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# WHY WORK WITH PLACER COMMUNITY FOUNDATION

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If you work with philanthropic families or companies, we can help you understand and assess tax-saving options to make the most of your clients' charitable giving, while at the same time maximizing your business with your clients.

In addition, you will be connecting your clients with a trusted leader in the philanthropic field. We are well known for our ability to handle challenging charitable transactions and for our in-depth knowledge of charitable giving. Instantly you and your client will have access to a staff of professionals who will make sure each charitable investment provides the greatest emotional, civic and financial benefit possible.

We are accredited for National Standards for U.S. Community Foundations. With 750 community foundations nationwide this program demonstrates our commitment to accountability, excellence and service and is designed to provide quality assurance to donors, as well as to their legal and financial advisors.

## **Maximize Your Clients' Giving**

The Placer Community Foundation is a public charity, so your clients will receive the maximum tax deduction allowed by law, avoid capital gains tax and may be eligible to receive a lifetime income stream. We look at each donation individually and create giving plans that maximize gifts to the community and provide bottom-line benefits to the donor.

For example, your client may consider a Donor Advised Fund. They will receive tax benefits in the contribution year and may choose where to grant funds for years to come. Alternatively, a gift through will or trust creates a permanent legacy of giving and is exempt from estate tax.

## **Specific ways Placer Community Foundation Can Help**

- Identify your client's 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.
- Assist with complex forms of giving and implement technical giving instruments.
- 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.

# COMPLEX ASSETS

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Charitable giving encompasses more than just cash donations. Families and businesses can tap into our expertise to quickly and easily donate hard-to-value assets, and open family or corporate funds to further their charitable goals.

Your clients may be able to attain a new level of giving they might not have considered possible through assets they already own. We specialize in accepting complex assets for charitable purposes, including:

## Gifts of Real Estate

- Personal Residence
- Commercial Property
- Farmland or Undeveloped Property
- Other Real Property

## Gifts of Business Interests

- Closely Held Stock (S-Corp, C-Corp, LLC)
- Partnership Interests

## Gifts of Personal Property

- Artwork
- Royalties, Copyrights, Patents
- Valuable Collectibles

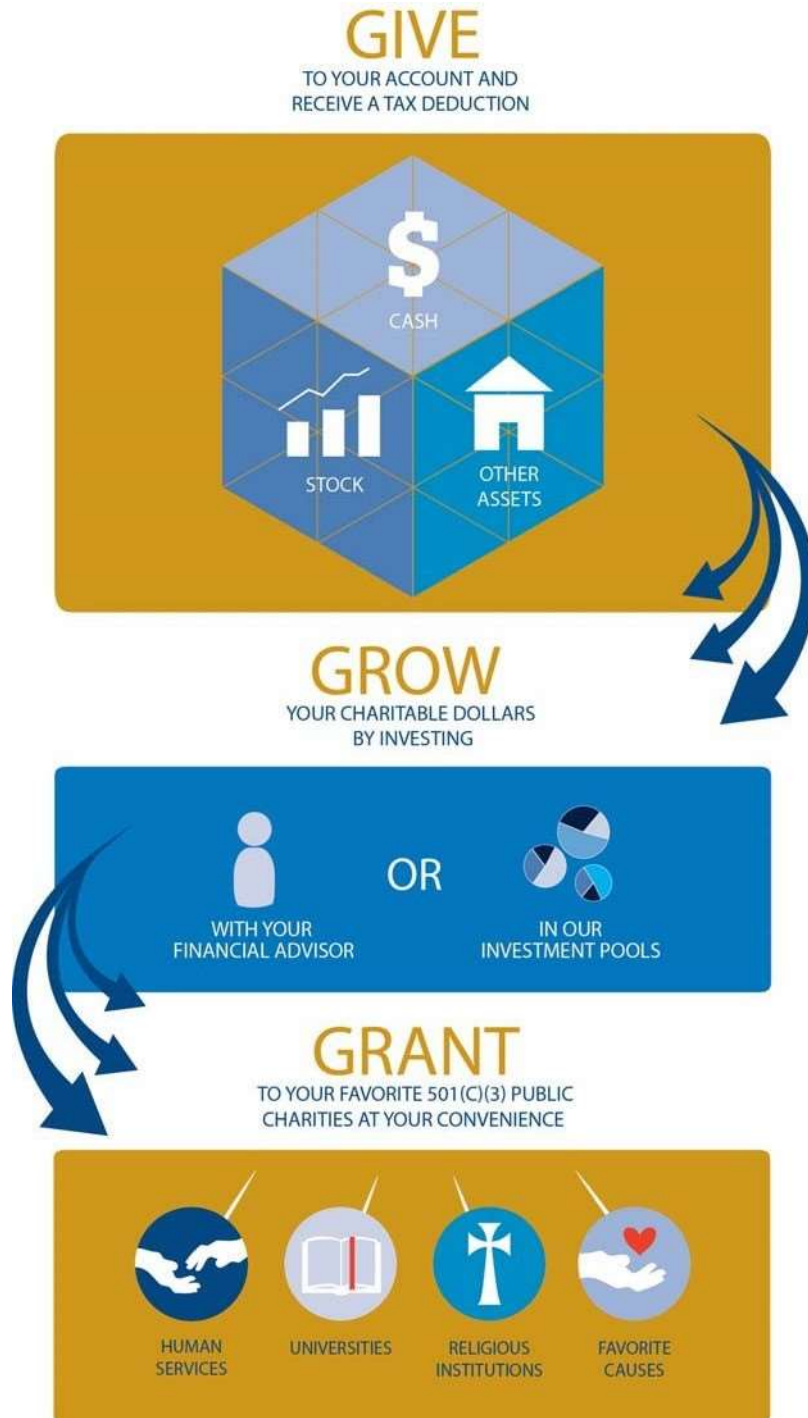
## Other Alternative Asset Gifts

- Life Insurance Policies
- Retirement Plans
- Negotiable Instruments
- Oil and Gas Interests
- Private Equity

*This list is not intended to be all-inclusive of acceptable complex assets. Charitable gift acceptance is dependent upon asset review and approval.*

# HOW A FUND WORKS

We offer many types of charitable funds; tailoring them to make giving easy and meaningful.



# HOW TO TALK GIVING

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You can engage your clients on a deeper level by asking them about their charitable plans. While you might be reluctant to ask your clients about this highly personal subject, studies show clients want their advisors to ask them about their giving. Here are 10 things to keep in mind as you get started.

1. Do you know if your clients are charitably inclined? Starting with some simple questions can lead to larger discussions about how you can help clients maximize and simplify their giving.

## Conversation Starters

- ◆ What charities do you currently support and how do you support them?
- ◆ What general causes do you care about?
- ◆ What was your most important or most satisfying charitable donation or volunteer experience?
- ◆ Do you want your family to have more involvement in your giving?

2. Are your clients holding appreciated assets, including publicly traded securities, and facing capital gains tax? Your clients can avoid capital gains and receive a tax deduction by donating these securities to a charitable giving account, also known as a donor-advised fund.
3. Do you have clients who want to sell a business, or do your clients have illiquid assets they want to put to charitable use? We can accept donations of complex assets, including business interests, life insurance policies and real estate, allowing your clients to receive the maximum tax deduction for their donations.
4. Are your clients hesitant to let someone else manage their assets? We allow donors to choose how assets in their charitable giving accounts are invested. They can work with their own trusted financial advisors, or they can choose to invest in our investment pool.

READ MORE



# HOW TO TALK GIVING

*(continued)*

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5. Are your clients too busy to handle the administrative side of their giving? Your clients can complete an online form and access our regional database to research charities and make grants. We will perform the due diligence to ensure grants are made to IRS-qualified public charities, and we can mail checks directly to charities or to your clients. Your clients can also set up recurring donations from their charitable giving accounts to their favorite charities.
6. Is collecting charitable tax receipts burdensome for your clients? If your clients organize all of their giving through a charitable giving account, they are spared this chore. Because we are a 501(c)(3) public charity, they will receive a tax deduction for contributions to their account, so the only receipts they need to keep are from us.
7. Do your clients have children? Donors with charitable giving accounts can pass along their charitable legacies by naming a future generation as successor advisors of their accounts. We can consult with your clients regarding multi-generational giving to help your clients make the most of their family giving plan.
8. Are your clients private about their wealth? We never share any personal information about our donors. They can also choose to make anonymous grants from their charitable giving accounts.
9. Are your clients nearing retirement age? If they want to support causes after they retire, they can set aside money in a charitable giving account now and give to charities later.
10. Do your clients need help keeping track of their giving? Your clients will receive quarterly statements outlining their giving for the year.

To learn more about how we can work with you and your clients for any charitable giving needs, contact us at 530.885.4920 or [jhubbard@placercf.org](mailto:jhubbard@placercf.org).

# CONTACTS FOR ADVISORS

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**Placer Community Foundation**  
P.O. Box 9207  
Auburn, CA 95604  
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## **Veronica Blake, Chief Executive Officer**

Veronica uses her knowledge of Placer County's nonprofit sector to connect the charitable interest of donors with the needs in the community. She directs all asset development activities and manages the internal operations of the Foundation.

[vblake@placercf.org](mailto:vblake@placercf.org) | 530.885.4920



## **Jessica Hubbard, Philanthropic Services Manager**

Jessica's focus is on personalized donor services and outreach to professional advisors for the purpose of encouraging charitable giving within their client's estate plans.

[jhubbard@placercf.org](mailto:jhubbard@placercf.org) | 530.885.4920



## **Eileen Speaker, Grants Manager**

Eileen oversees the Community Foundation's Grant Programs. These programs include training for nonprofit leaders, numerous scholarship funds and other competitive grant opportunities.

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