

# Donor Advised Fund Corporate Executive

Giving back and staying involved



## DONOR STORY: MULTIPLE CHARITABLE INTERESTS

**John Green\*** is a **successful business executive** who worked his way up the corporate ladder. For John and his wife, Evelyn, finding ways to help others in their community has been a way of life. For the last several years, they have volunteered in the local Big Brothers and Big Sisters program. They also contribute their time and money to a local organization that helps homeless and disadvantaged people build skills to enter the job market.

During the past year, John's company grew significantly, and he expects to receive a sizable bonus in late December. As John and Evelyn began their year-end tax planning, their accountant suggested that they consider increasing their charitable contributions this year. He knows that giving back is an important piece of the Greens' lives, and will help reduce taxes in this year of high income.

John and Evelyn agreed with the advice, but expressed concern about not having much time to consider which nonprofits to support with their gift. They also had misgivings about donating a large sum of money to one organization. "If we give it this year, they may expect as much or more in years to come," John said. The Greens' accountant encouraged them to consider using the Greater Milwaukee Foundation as a flexible vehicle that would allow them to fulfill their varied charitable interests.

## PERSONALIZED GIVING

After meeting with the Foundation's Philanthropic Services team to discuss giving choices, the Greens decided to create a donor advised fund in the name of their family. This will allow them to stay actively involved in suggesting uses for their fund for years to come, while providing an immediate tax deduction in the year their gift is made. The Greens can recommend distributions from their fund to their favorite nonprofit organizations. They can even involve their son and daughter in the grantmaking process, actively sharing their community values with their children.

## Ten Reasons People Choose to Give through the Greater Milwaukee Foundation

**One** We are a *local organization* with deep roots in the community and beyond.

**Two** Our community investment staff has *broad expertise* regarding community issues and needs.

**Three** We provide highly *personalized services* tailored to each individual's charitable and financial interests.

**Four** Our funds help people *invest in the causes* they care about most.

**Five** We accept a wide *variety of assets*, and can facilitate even the most complex forms of giving.

**Six** We partner with *professional advisers* to create highly effective approaches to charitable giving.

**Seven** We offer *maximum tax advantage* for most gifts under federal law.

**Eight** We *multiply the impact* of gift dollars by pooling them with other gifts and grants.

**Nine** We build *endowment funds* that benefit the community forever and help create personal legacies.

**Ten** We are a *community leader*, convening agencies and coordinating resources to create positive change.



## FOSTERING COMMUNITY

Through the Foundation, John and Evelyn Green found a way to extend their personal commitment to the people in their community, and to act on their charitable interests in a very meaningful way during their lifetimes. Each year, the Greens will meet with the Foundation staff to recommend uses of their fund. They can take advantage of the Foundation's knowledge of local needs and resources to find the charitable organizations and projects that best match their interests.

For instance, one year they might suggest a grant to the local Big Brothers and Big Sisters organization, which is a cause they have always supported. The next year they may choose to support other organizations suggested by the Foundation that match their interests, such as helping to start up an after-school children's program, or contributing to a career-development resource center for low-income families.

## TAX BENEFITS

Because the Foundation is a public charity, it offers the Greens the highest level of tax benefits for charitable giving. The Greens can match high-income years with high charitable tax deductions that generate long-term community benefits. In addition, the Greens can add to their donor advised fund any time they wish, and integrate future contributions within their overall financial and estate planning framework.

*\* This story represents a composite illustration drawn from actual donor stories of many of the people who give through the Foundation.*

## The Greater Milwaukee Foundation

**provides** a simple, powerful, and highly personal approach to giving. We offer a variety of giving tools to help people achieve their charitable goals. We welcome the opportunity to work with you and your adviser to fulfill your unique charitable objectives. For more information and ways to integrate charitable giving into your financial planning, contact the Philanthropic Services Department at 414-272-5805.