

Donor Advised Fund

Creating a family tradition around the joy of giving

DONOR STORY: FAMILY PHILANTHROPY

Claire and Edward Wheeler* want to teach their children and grandchildren some valuable lessons about life. Claire and Ed both retired four years ago with three goals in mind: spend six months a year at their oceanfront condominium, enjoy their family, and find ways to contribute to their hometown.

Ed spent 40 years on the road in sales management. Claire, after raising three boys in a busy household, worked part time for 19 years. Throughout their married lives, the Wheelers responded generously to community projects; their names can be found on small plaques all over the city commemorating gifts for children's programs and the arts.

Their house is paid for, and so is the condo. Ed's pension provides ample income to support their lifestyle. They also have a substantial portfolio, built in part on Claire's persistence in investing nearly all of her part-time wages in the stock market.

The Wheelers often reflect on how different the younger generation is. Their "pretty typical kids" aren't strongly attracted to charitable giving. Although Claire has always urged their grandchildren to set aside some birthday money for church or community donations, their adult children go along only halfheartedly.

A PLATFORM FOR LONG-TERM GENEROSITY

A few months ago, Claire and Ed updated their wills. At the suggestion of their attorney, they met with the Greater Milwaukee Foundation to discuss a donor advised fund. With the advice of a tax accountant, the Wheeler Family Fund was set up with a gift of \$90,000 using appreciated stock. To announce the Wheeler Family Fund, Claire and Ed held a backyard family celebration. They unveiled their plan and invited family members to contribute ideas for how their fund might help the community, both now and in the future. The memorable day was a blend of enthusiasm, a few tears, and a large dose of family pride. Among the suggestions was one offered by granddaughter Heather Wheeler: "What can we do to help kids in wheelchairs?"



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.



PROFESSIONAL ADVICE AND ASSISTANCE

With input from the family about their interests, the Foundation's Philanthropic Services team developed a list of worthy community projects. As Claire and Ed reviewed the list of projects that met their criteria, they discovered plans for a new child development program designed especially for children in wheelchairs. With the help of the Foundation's professional staff, the Wheeler family recommended four first-year, supporting grant awards: a summer camp for the arts (which had been attended by four of the Wheelers' grandchildren), a children's music program at their church, a local organization dedicated to children's advocacy, and the new program for kids in wheelchairs. The grant awards were approved and awarded in the name of the Wheeler Family Fund. A date has already been circled on the family calendar for a get-together in a few months to pick new grantees and to discuss how the Wheelers' adult children can contribute to the Wheeler Family Fund to ensure its continued growth, and add another generation to the legacy of Wheeler family community commitment.

** 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.



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for U.S. Community Foundations

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