

Donor Advised Fund Corporation

Helping companies do good things for people



DONOR STORY: PROVIDING THE MEANS TO MEET COMMUNITY NEEDS

Company ABC* occupies the entire second floor of a historic office building. This 20-year-old enterprise has earned its reputation as a good employer, good neighbor, and successful business. From its inception as a one-man firm to its current status as a regional leader with 100 employees, Company ABC has already built a rich heritage as a community benefactor. “We always try to keep the door open here to good causes,” according to Richard Tag, company founder and CEO. The company’s generosity takes many forms: pro bono work; in-kind gifts; hours of volunteer effort by company associates; and, of course, cash donations. Although the company takes pride in its generosity, it has never found a way to be consistent with its donations. When the firm suffers a low-earnings year, for example, even favorite charities are turned away. Last year was a very good year for the company, resulting in a bounty of funds available for charitable donations. At the firm’s annual retreat, employees asked if there might be a better, more consistent way to respond to the needs of their community . . . in good times and bad.

SETTING GOALS AND EXPECTATIONS

A committee of executives and associates was formed to investigate options and establish some basic guidelines for the company’s giving program:

Simple: The company’s employees should not have to devote long hours to charitable giving; the process must be smooth and efficient.

Flexible: The company should be able to give a variety of assets and recommend grants several times during the year.

Effective: Charitable giving should be targeted to where it is needed most in the community. In addition, there should be opportunities for business tax deductions and capital gains tax avoidance on gifts of stock.

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.



SETTING THINGS IN MOTION

After discussing various giving options, the committee took a closer look at two choices: establishing a private foundation or a donor advised fund at the Greater Milwaukee Foundation. The choice was made after meeting with Company ABC's attorney and professionals from the Foundation. After two brief working sessions, the Company ABC Fund was established. The Foundation's staff created a list of potential grant recipients in six categories of community need identified by the company's committee. The company's associates reduced the choices to recommendations. Soon the first grants from Company ABC were on their way to local charities.

The company plans to grow its fund through periodic gifts to the Foundation. The fund will provide an ongoing vehicle to support community needs in good times and bad, flexibility to change priorities from year to year, and enhanced pride for company employees—who take charitable giving personally.

** 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.



Confirmed in compliance with National Standards
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