

Listening for Charitable Opportunities

Helping your clients achieve their charitable goals

Philanthropy is a very personal decision. A professional adviser can help clients realize their charitable objectives by listening for charitable giving opportunities, explaining options, and suggesting solutions. Significant giving opportunities often arise when clients are making major business, personal, and financial decisions. Our staff can work with you and your client to recommend the best charitable solution.

TYPICAL ADVISER/CLIENT SCENARIOS

Year-end tax planning: Your client just earned a large bonus and wants to give a portion back to the community but has no time to investigate all the charitable giving options. Recommend establishing a donor advised fund through the Greater Milwaukee Foundation for an immediate tax deduction and the opportunity for your client to stay involved in recommending grants from the fund for years to come.

Preserving an estate: Your client would like to reduce his or her taxable estate through a charitable bequest or other planned gift. The Foundation can work with you and your client to identify opportunities to create a legacy of caring in the community that stays true to his or her charitable intent forever or "in perpetuity."

Retiring in comfort: Your client has always been charitable but is concerned about running out of money during their lifetime. Recommend establishing a life income gift, such as a charitable remainder trust. The trust pays income to your client potentially for life, and upon your client's death, the gift can be distributed to the Foundation in accordance with their charitable interests.

Establishing a private foundation: Your client is thinking about establishing a private foundation but doesn't know how to navigate the complexities of setting one up. The Foundation can help you and your client analyze the pros and cons of creating a donor advised fund, a supporting organization, or a private foundation.



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.

Closely held stock: Your client's personal net worth is primarily tied up in a closely held company but he or she wants to give back to the community. Recommend establishing a donor advised fund or planned gift; your client is eligible for a tax deduction.

Sale or disposition of highly appreciated stock: Your client has appreciated stock and wants to use a portion of the gains for charitable giving but their charity of choice is too small to accept direct stock gifts. Suggest establishing a fund at the Foundation with a gift of appreciated stock. Your client receives a tax deduction on the full market value, while avoiding the capital gains tax that would otherwise arise from the sale of the stock. Your client can be involved in recommending grants from the fund to the organizations and programs they care about most.

Sale of a business: Your client owns highly appreciated stock in a company that is about to be acquired. The Foundation can work with you to suggest several ways to structure a charitable gift (including the use of planned giving techniques) to help your client reduce capital gains tax and maximize impact on the community.

Strategic giving: Your client is passionate about helping meet a specific community need and wants to make a meaningful gift. You and your client can work with our grantmaking experts to understand community needs and programs and then direct gift dollars to make the greatest impact.

Substantial IRA/401(k) assets: Your client has substantial assets in retirement accounts and wants to leave his or her estate to benefit community and family. The Foundation can help you and your client evaluate the most beneficial asset distribution to minimize taxes, take care of heirs, and preserve charitable intent.

We're a trusted resource

We work with advisers to enhance the services clients seek from you and your firm—always respecting and working within the relationships you have developed with your clients.

Why should you talk to your clients about charitable giving? Some advisers are reluctant to begin a charitable giving conversation with their client because they may be concerned about appearing to make a values judgment, especially if the client has not expressed charitable intentions. However, by not broaching the subject of charitable giving, a significant opportunity may be lost for your client and the community. In fact, many individuals expect to hear all options from their professional advisers and may not consider the opportunity of charitable giving if the subject is not raised.

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 for U.S. Community Foundations