

Advice on Charitable Giving

Working together for clients and community

Professional advisers find themselves at the convergence point of two dramatic forces in society today: the enormous increase in personal wealth and the renewed concern for community.

Regardless of economic fluctuations, the number of households with investable assets of \$500,000 continues to rise and interest in charitable giving continues to grow.

At the same time, people from all economic backgrounds are giving back to community in record numbers. Community-based philanthropy is in the front ranks of this movement. In 2012, total annual gifts to community foundations increased to more than \$5 billion—a 66 percent increase since 2002. (Giving USA 2013)

These trends are affecting professional adviser practices in two significant ways. First, advisers are incorporating charitable giving as an integral component of their financial and estate planning activities—including the question “Do you have charitable giving interests?” is standard planning practice for many advisers today. Charitable giving advice is a value-adding element in an adviser’s portfolio and a service welcomed by clients who expect an integrated approach to their wealth management. Second, advisers are incorporating community foundations as trusted resources in delivering charitable giving knowledge and products to their clients.

The Greater Milwaukee Foundation is a resource for advisers. Attorneys, CPAs, financial planners, brokers, insurance agents, and other professional advisers are turning to the Foundation to help enrich the charitable giving strategies of their clients.



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.

HERE'S WHY

- The Foundation is an unbiased expert with technical information on a range of planned giving options—from executing gifts of real estate, stock, or personal property to establishing a donor advised fund or income-producing charitable annuities. The Foundation helps advisers provide their clients with the best charitable giving strategies based on each client's unique financial situation, tax status, and giving goals.
- The Foundation has in-depth information on local, national and international needs and nonprofit organizations. When clients ask, "How can I make sure my charitable gifts will make a difference," many advisers turn to the Foundation for information on programs and agencies that are working effectively in their areas of interest.
- The Foundation serves as the vehicle for giving many advisers seek for their clients. For example, the Foundation can establish donor advised funds—the very popular mechanism through which a client can make a charitable gift and stay personally involved in suggesting charitable uses for that gift over time. The Foundation is frequently named in bequests as stewards for estate assets that a client wishes to direct to address specific areas of community need in perpetuity. Giving through the Foundation also provides a client time and resources for evaluating potential grant recipients, as well as the ability to give to multiple charities with a single gift.

Here's how we can help you. The Greater Milwaukee Foundation can support you and your clients at every step in the charitable giving process. We can help you:

- Identify your clients' charitable giving interests and motivations
- Match personal charitable interests with tax planning needs
- 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

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

The purpose of this publication is to provide general gift, estate and financial planning information. It is not legal, accounting or other professional advice. Charitable planning has tax and other financial implications, and the services of appropriate advisers should be obtained. Any figures cited in the examples and illustrations may vary based on applicable federal discount rates, which can change on a monthly basis. Some opportunities may not be available in all states.