The Winston-Salem Foundation

860 West Fifth Street, Winston-Salem, NC 27101-2506
Telephone (336) 725-2382, Toll Free (866) 227-1209
Fax (336) 727-0581
www.wsfoundation.org

Talking to Your Clients About

PHILANTHROPY

A MESSAGE TO PROFESSIONAL ADVISORS

The Winston-Salem Foundation

Why Talk About Charitable Planning With Your Clients?

MOST OF YOUR CLIENTS may not know what they can accomplish with their charitable planning. Some may not even know to raise the issue unless their advisor first presents the topic for conversation. Discussing philanthropy with your clients can be good for your business and good for your clients.

Over 70 percent of Americans donate to charity during their lifetimes. Among taxpayers that itemize deductions, some 90 percent make charitable donations. An estimated $41 trillion or more will change hands in the US by 2052 and there is a growing opportunity for lawyers, estate planners, financial advisors and other professional advisors to engage their clients in charitable giving.

Most Americans who give to charity do so on an annual basis. This is probably the pattern with your clients too and there are multiple ways that you can help your clients make their annual gifts in a more convenient and tax-effective manner.

Talking to your clients about philanthropy is simply good service to them and the community. Many anticipate that their advisor will broach the topic and are searching for ways to find meaning in the wealth, to give back or share their good fortune, to leave a legacy of values or to honor a loved one's passion. By your taking an active approach to philanthropy, you build deeper, healthier client relationships and enhance client loyalty. Ultimately, it results in better service for your clients.

How Do You Start the Charitable Conversation With Your Clients?

THE SINGLE MOST IMPORTANT STEP you can take to help your clients obtain the benefits of planned giving is to integrate the "charitable question" — "Are there any charitable interests or community interests you would like to address?" — into your regular interactions with clients.

You may also ask yourself these seven questions to determine if your clients may be interested in integrating charitable giving into their estate planning:

~ Do I have clients who care deeply about their local community?
~ Do they give to more than one charitable cause?
~ Are they interested in creating a personal or family legacy in their community?
~ Are they considering the creation of a private foundation, but concerned about cost and administrative complexity?
~ Would they like to stay personally involved in the use of their gift dollars?
~ Do they want to receive maximum tax benefit for their charitable contributions under federal law?
~ Do they place a priority on sound financial management of their contributions?

If the answer to these questions is yes, then working with The Winston-Salem Foundation will provide you with the tools to help make charitable planning easy for you and your clients.

Why Work With The Winston~Salem Foundation?

BECAUSE OF THE WINSTON-SALEM FOUNDATION'S unique mission, the Foundation can assist you and your clients to achieve their goals in ways not available through other organizations or strategies. We partner with you. You stay in control of your client relationships and we help you serve your clients' charitable giving needs.

SERVICE

Many clients expect their advisors to be full-service institutions. When the charitable question is raised with your clients and you choose to engage the Foundation as a resource, we respect the relationship you have with your clients. We can meet with you and your client together, provide you with needed charitable planning documents and take care of the charitable due diligence. We make partnering with the Foundation easy for you and your clients.

EXPERIENCE

The Winston-Salem Foundation has been fulfilling the charitable wishes of people in our community since 1919. We are a trusted partner for generations of families. Our staff understands the community and the value of investing in a community through charitable giving.

TRUST

A volunteer board of community leaders, a thoughtful and expert staff, knowledge of and commitment to the community, proven asset management, and grantmaking expertise all ensure that your clients' charitable gift will be carefully invested and administered according to your clients' wishes.

FLEXIBILITY

The Winston-Salem Foundation's staff can help structure a gift to meet your clients' charitable and financial goals. We offer a variety of fund types that give you and your client flexibility in your charitable planning. Your clients may even choose the investment manager for their charitable fund from the Foundation's approved list of over 15 managers. Whether they choose to support local, national or international charities, we can help your clients make a lasting difference.

For more information about The Winston-Salem Foundation, call us at (336) 725-2382.