Listening for charitable opportunities

HELPING YOUR CLIENTS ACHIEVE THEIR **CHARITABLE GOALS.**

THE ROLE OF THE PROFESSIONAL ADVISOR

The professional advisor plays an integral role in helping their client create and realise a personal philanthropic vision.

Helping a client realise a philanthropic vision provides an opportunity for professional advisors to do what they do best – identify creative solutions that help their clients solve problems and achieve specific objectives.

Some advisors are reluctant to begin a conversation with their client, and may be concerned about appearing to make a values judgement, especially if the client has not expressed charitable intentions.

However, by not broaching the subject, a significant opportunity may be lost for your client and the Hawke's Bay community. In fact, many people expect their advisor to bring up the subject if appropriate as they are unaware of the charitable options available to them. Research indicates about 7% of the population leave money in their will to a charity, however that figures grows to 27% if it is discussed while drawing up a will.

HOW CAN I RECOMMEND A CHARITY, WITHOUT RECOMMENDING *'A CHARITY'?*

It's a delicate dilemma. Estate planners, financial planners, and other professional advisors are often faced with the same challenge: You want to discuss the many benefits of charitable giving with your clients, but you want to avoid recommending specific charitable causes or organisations.

Fortunately, there's a simple solution. It's your local community foundation. A community foundation is a single, trusted vehicle your clients can use to address the issues they care about most, while taking advantage of maximum tax benefits under New Zealand law. We offer a variety of giving options — including the ability to set up a charitable fund in your client's name. It's just one way we can help you help your clients achieve their charitable goals.

Planning charitable giving

Many clients want their professional advisors to help them plan charitable giving. Hawke's Bay Foundation can work with you to answer these questions and help each client fulfill their charitable goals.

- What are your client's personal motivations for charitable giving?
- What are your client's charitable interests in the community?
- What are your client's priorities when focusing on a few areas may have the greatest impact?
- What level of involvement does your client want to have in identifying charitable uses for their gift?
- What type of giving instrument best fits your client's financial situation and tax status?

Philanthropy is a very personal decision.
A professional advisor can help clients realise 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. Hawke's Bay Foundation can work with you and your client to recommend the best charitable solution

FOLLOWING ARE TYPICAL SCENARIOS

Year-end tax planning

Your client just earned a large bonus or received an inheritance and wants to give a portion back to the community, but has no time to decide on the most deserving charities. Recommend establishing a fund through their Hawke's Bay Foundation for an immediate tax deduction, and the ability to tailor and coordinate their giving to maximise results and minimise administrative headaches. Your client can then work together with Hawke's Bay Foundation to determine the charitable organisations that will benefit from their gift.

A gift in their will

Your client wants to leave the bulk of their estate to family and some favourite causes. The Hawke's Bay Foundation can help you and your client evaluate how best to do this.

Establishing a charitable trust

Your client is thinking about establishing a charitable trust, but is looking for a simpler, more cost-efficient alternative. The Hawke's Bay Foundation can help you and your client analyse the pros and cons of creating a named fund of their own or a charitable trust.

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 grant making experts to explore community needs and programmes and then direct gift dollars to make the greatest impact.

Marking a milestone

Whether your client is celebrating a personal milestone (such as a significant birthday) or marking the passing of a loved one, naming a fund at the Hawke's Bay Foundation can be a fitting way to remember a particular person or time in their life.

Superannuation

If superannuation payments aren't needed to maintain your client's lifestyle, they could claim a tax credit by regularly donating their payments to an endowment fund with the Hawke's Bay Foundation. Research shows that the following types of individuals represent the best prospects for significant charitable gifts:

Age 70 and older

- Have provided for their families
- Have not outlived resources
- Have continued to support charity

Age 60 and over

- Already retired or about to retire
- Diminished family responsibilities

By family category

- Unmarried with no close family ties
- Married couples with no children
- Married couples with financially successful children

By circumstances

- Recently sold or about to sell a business
- Recently came into or about to come into an inheritance
- Recognising the loss of a family member

How to start the discussion

One of the simplest and most important things you can do to help your clients enjoy the benefits of charitable giving is to ask them the giving question:

"Are there any charitable or community needs you would like to consider?"

If your clients are interested in including philanthropy in their plans but are unclear about a cause, you might ask them what values, activities and organisations contributed to their success.

Many people don't understand the different options for philanthropy and the benefits that can be gained both on a personal and business level. Wouldn't it be great to be able to enlighten them and have them feeling great that they are playing their part in their community.

Sell yourself

Before you reach out to your clients, you need to invest time and effort into developing your own buy-in. You need to understand yourself the importance of philanthropy. To do this takes an investment of time up front and we are happy to meet you to do this.

Build a team

You don't have to be an expert in philanthropy to meet your client's charitable needs—all you need is the right team and the right resources and that is where we can help you.

Hawke's Bay Foundation can help

The Hawke's Bay Foundation can help your clients achieve their charitable goals. We welcome the opportunity to work with you.

We pride ourselves on being prompt and professional and will ensure that your clients are well looked after if they choose to engage with us.

There's so much more we'd like you to know. Your community foundation can help you help your clients achieve their charitable giving goals. We welcome the opportunity to work with you.

Visit us www.hawkesbayfoundation.org.nz **or telephone 06 870 4648**