

PROFESSIONAL ADVISORS GUIDE

START THE GIVING CONVERSATION

As an advisor, you hold the remarkable privilege of guiding your clients through the process of incorporating charitable giving into their financial and estate plans. By starting a conversation with a simple question about their philanthropic goals, you can help them to enhance their legacy by showing them their giving options and by demonstrating to them how they can make a positive impact in their community.

Who can benefit from this conversation?



Clients who are already giving generously - but without a plan

For example, some clients donate several times during the year to the same charity or donate different amounts each year. Some clients may have no real pattern to the types of charities they wish to benefit. Some clients may only be using cash to make donations.

Clients who care about social impact in business

Community minded business clients who are looking to incorporate giving back to the community into their business growth.

Clients who are in the process of estate planning

Such clients may wish to make a bequest as part of their Will but could benefit from options that could make their giving go further.



Business owner clients in transition

Clients who may wish to include a tax efficient charitable gift as part of a liquidity event.

You have the ability as an advisor to show your clients how their financial and philanthropic goals can align to have a bigger impact.



PARTNERING WITH COMMUNITY FOUNDATIONS

You don't need to be an expert in philanthropy. Leverage your community foundation's knowledge to give your clients access to options, resources, and experts who can help them personalize their giving.



What is a community foundation?

Community foundations exist to improve quality of life for people in a specific geographic area, highlighting the greatest needs and engaging the donor community to understand and fund those needs.

The County Foundation

Prince Edward County Community Foundation (operating as The County Foundation) is a local charity in Prince Edward County that aims to create a vibrant and inclusive community. Our Vital Signs data identifies the needs in Prince Edward County and we use this information to direct donations where they can have the greatest impact on our community's well-being.



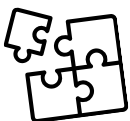
Why work with The County Foundation?



Simplicity: We take care of the entire establishment of your client's fund if your client is establishing a fund.



Efficiency: We help your client create a giving plan that can encompass multiple interests and charities - allowing for greater efficiency and privacy if that is their preference



Flexibility: Clients can update their giving strategies at any time - including the causes and charities they give to, the size, and timing of gifts, based on their evolving needs and interests

Strategy: Informed by our Vital Signs data and connections with local organizations, we can work with your clients to develop a customized strategy to meet their charitable goals



WHAT DOES THE PROCESS LOOK LIKE?

Working with your client, we develop a **Memorandum of Understanding (MOU)** to record their intentions and expectations as part of their giving plan. Nothing in the MOU legally binds them to make a gift.

Depending on their wishes, the client might direct the gift toward an existing fund, or they may want to establish a new fund. They can dictate the time the Foundation will hold the funds and how the funds will be disbursed during that time period.

For example, Donor Advised Funds serve as a unique vehicle for philanthropy, offering immediate tax advantages. These attributes are attractive to many of the clients who are referenced above.

Funds could be disbursed as:

Grants given to
specified charities
(one or multiple)

Grants given to
area of interest
(health/arts/etc)

Scholarships or
bursaries

Some of the questions we might ask your client:

- Do you want to grant to multiple charities? If so, what ones?
- What would the criteria be for a scholarship or bursary? (i.e. want to support women in science, PEC students going into culinary career, etc.)
- Will the grants be disbursed in equal amounts or different allotments?
- What would you like to happen if the organizations you want to grant to cease to exist? Is there a particular interest area where you would like the money to be directed? (i.e. supporting food security, animal shelters, etc.)

We can help your client create a personalized plan for their giving and will handle all the set up and administration of their fund.



GET CONNECTED

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Our Executive Director, Dominique Jones, is happy to help you navigate your gifting options to find the best solution for you and our community.