



Charitable Opportunities

Help your clients recognize the difference they can make in the Saginaw County community

Planning Charitable Giving

The Saginaw Community Foundation can work with you to answer the following 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 that may make 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?



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Philanthropy is a very personal decision. Significant giving opportunities often arise when people are making major business, personal and financial decisions. The Saginaw Community Foundation can help you make your client's charitable wishes a reality.

Our staff can work with you and your clients to recommend the best charitable solution. Following are some typical 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 decide on the most deserving charities. Recommend establishing a Donor Advised Fund through SCF for an immediate tax deduction. This gives your client the ability to stay involved in recommending uses for the gift for years to come.

Preserving an estate

Estate planning identifies significant taxes going to the IRS, but your client wants to direct dollars for local benefit. SCF can work with you and your client to reduce his/her taxable estate through a charitable bequest or other planned gift. Your client's gift will create a legacy of caring in the community that stays true to their charitable intent forever.

Retiring in comfort

Your client is concerned about running out of money during his/her lifetime, but has always been charitable. Recommend establishing a life income gift (such as a charitable remainder trust) that pays income potentially for

life. Upon your client's death, the gift can be distributed by SCF in accordance with their charitable interests.

Establishing a private foundation

Your client is thinking about establishing a private foundation, but is looking for a simpler, more cost-efficient alternative. SCF can help you and your client analyze the pros and cons of creating a donor advised fund, a supporting organization or a private foundation.

Closely held stock

Your client's personal net worth is primarily tied up in a closely held company, but it's important for him/her to give back to the community. Recommend establishing a donor advised fund or planned gift. Your client will be eligible for a tax deduction measured by the fair market value of the appreciated stock (less any planned gift value).

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 the identified charities are too small to accept direct stock gifts. Suggest establishing a fund at SCF with a gift of appreciated stock. Your client receives a tax deduction on the full market value and avoids the capital gains tax that would otherwise arise from sale of the stock. Your client can even be involved in recommending uses for the gift, including the organizations and programs they care about most.

continued ...

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What do we do?

It's a question we get a lot: "What exactly does Saginaw Community Foundation do?" Over the years, the staff and Board of Directors have worked to explain the Foundation's role and we've broken it down into four areas. We like to define ourselves as:

1 a **philanthropic** vehicle

2 a **charitable** organization

3 a **community leader/convener**

4 a **volunteer** organization

Defining ourselves as a **philanthropic** vehicle helps explain the relationships we develop – and the endowment funds established – that allow us to provide grants and scholarships.

By pointing out that we're also a **charitable** organization highlights that we award grants and scholarships.

We're a **leader/convener**. Many Saginaw Community Foundation staff members sit on or assist with various community committees, or consult with other community leaders or organizations about key challenges or opportunities.

Finally, as a **volunteer** organization, we associate ourselves with other community members who want to be a part of our mission: *to fulfill donor wishes and enable community initiatives to come to life, now and forever.*



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Sale of a business

Your client owns highly appreciated stock in a company that is about to be acquired. SCF 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 to 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 wants to leave his/her estate to the community and family, and has substantial assets in retirement accounts. SCF can help you and your client evaluate the most beneficial asset distribution to minimize taxes, giving more to their heirs and preserving charitable intent.

Why should you talk to your clients about charitable giving?

Some advisors are reluctant to begin a charitable giving conversation with their client and 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 their professional advisors to bring up the subject if appropriate and assume charitable giving is not an option if the subject is not raised.