



NWPGRT Conference
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Getting Professional Advisors on Board With Philanthropy

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“If you think money can’t buy happiness you’re not spending it right. Stop spending it on yourself and try giving some of it to other people.”

Michael Norton, Associate Business Professor
Harvard Business School

Agenda

- The numbers
- Why philanthropy is important
- Assets Under Management
- Asset Retention Strategy
- Conversations
- Opportunity

The Numbers

30

410

90

Why Philanthropy is Important



Important to Advisor

US Trust Study on the Philanthropic Conversation

- More comprehensive and holistic approach

- Good for business

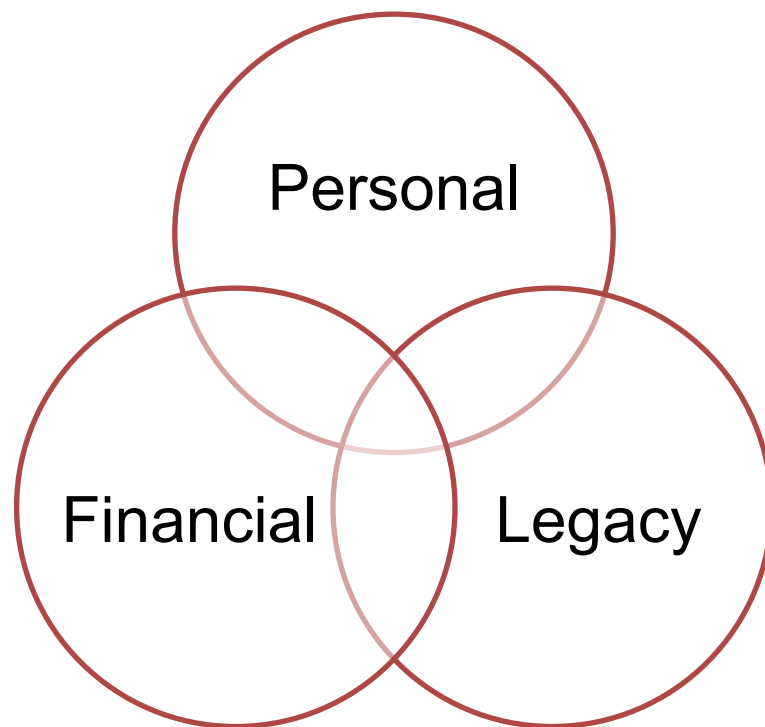
- Builds relationship

- Leads to better insight and understanding of client

- Engages the next generation

- Important dimension of the relationship

Important to Clients



Community

Giving USA 2018

Total : 410 billion

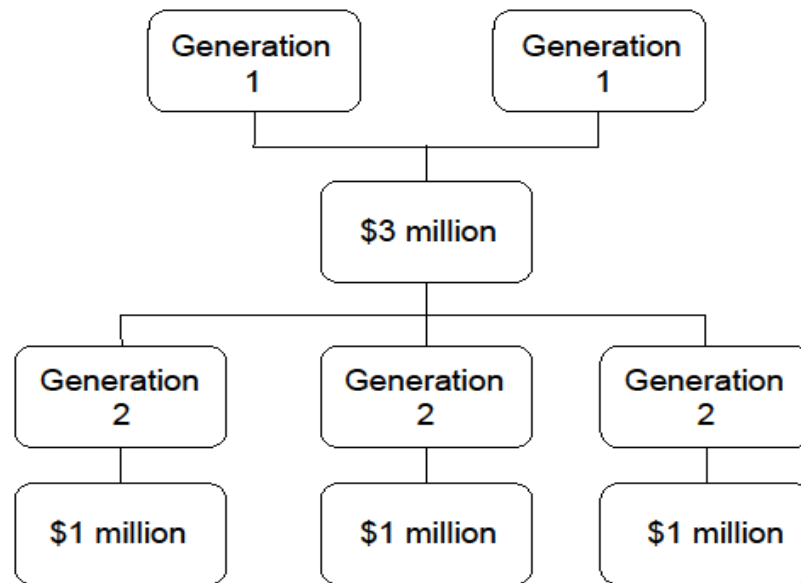
127.37 billion	31%	Religion
58.90 billion	14%	Education
50.06 billion	12%	Human Services
45.89 billion	11%	Foundations
38.27 billion	9%	Health
29.59 billion	7%	Public Society Benefit
19.51 billion	5%	Arts Culture and Humanities
22.97 billion	6%	International Affairs
11.83 billion	3%	Environment and Animals
7.87 billion	2%	Other

Source: Giving USA 2018 <https://givingusa.org/tag/giving-usa-2018/>

Asset Under Management

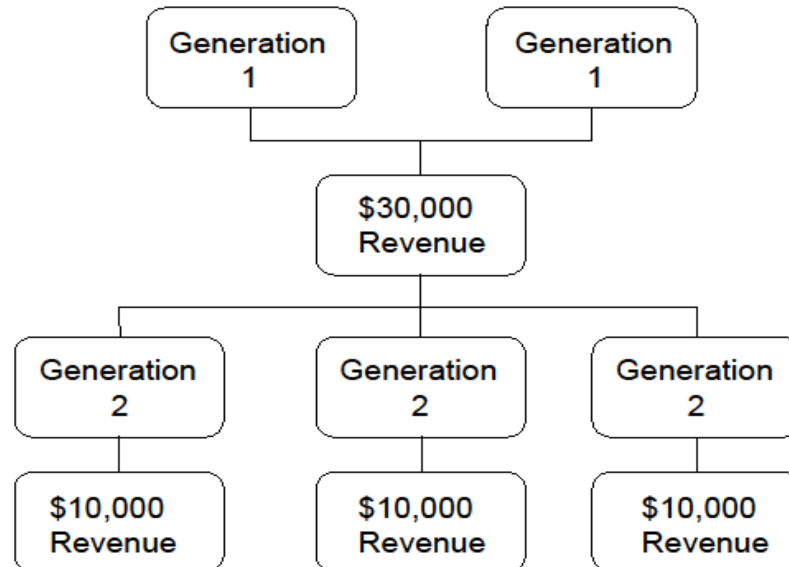
Asset Under Management

Client

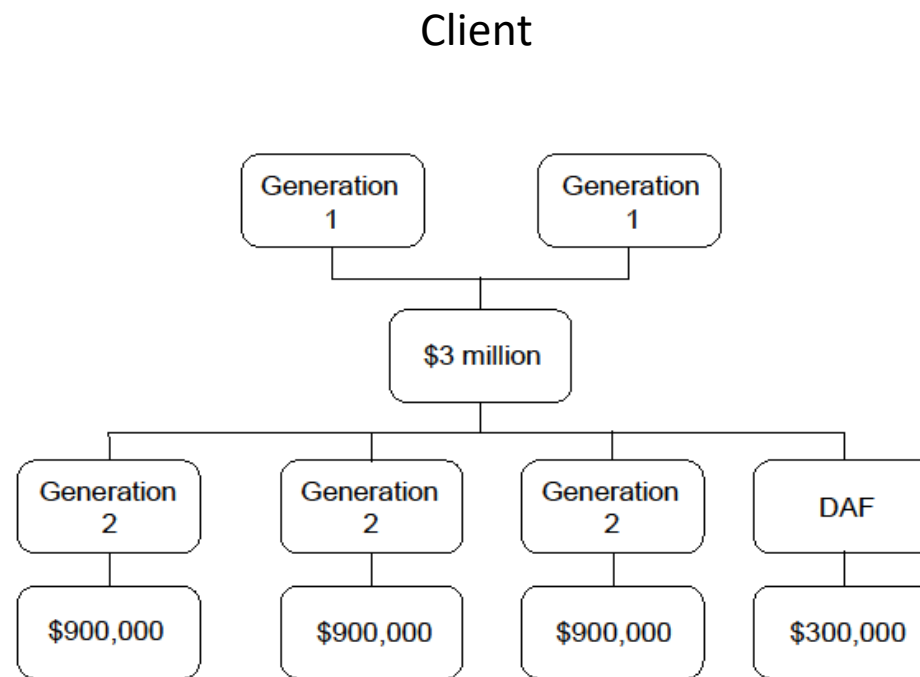


Asset Retention Strategy

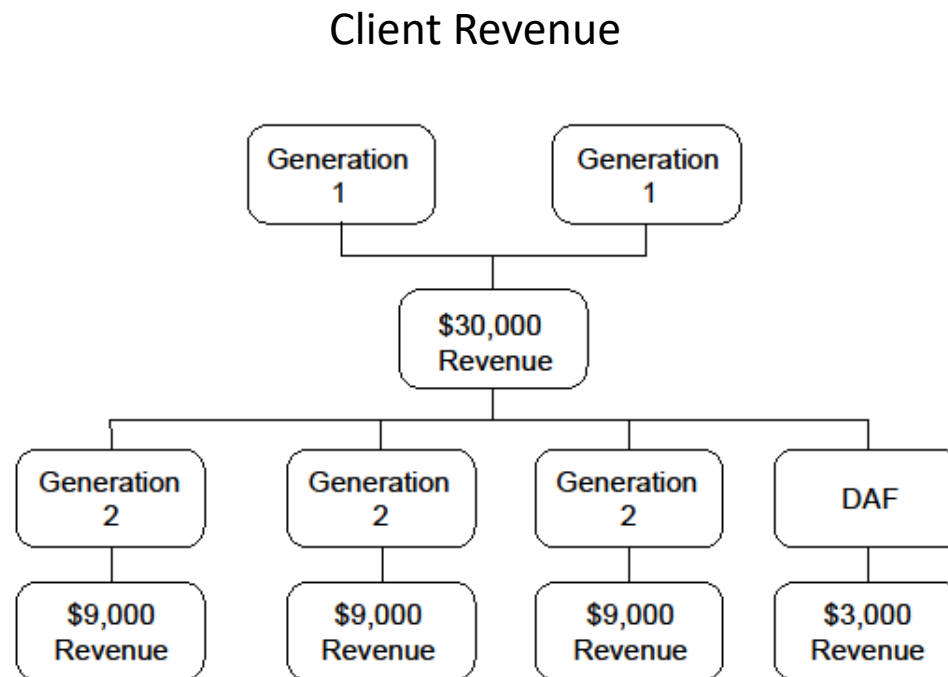
Client Revenue



AUM - Integrate Philanthropy



ARS- Integrate Philanthropy



Conversations

Conversations

Many of our clients like you leave money to charity.

- 1) What values do you hope to pass to children and grandchildren?
- 2) How do you want to be remembered?
- 3) How would _____ like to be honored?
- 4) Why do you give generously or volunteer at _____?
- 5) Before today, with whom do you have conversations about giving?
- 6) If you could solve any problem, what would it be?

Example: Specific Bequest

Chloe:

- LOL
- Give annually \$100.00
- Specific bequest of \$2,000.00

Achieve:

- Endow Chloe's annual gift
- Asset retention = 0%

Example: Percent Bequest

Barry and Beth:

- Property worth \$1,000,000
- Charity received 5%
- Gift of \$50,000.00
- Three heirs each receives \$316,000.00

Achieve:

- Community Good
- Asset retention 32% - 95%

Example: Residual Bequests

Fred Fields

- Specific Bequests to numerous organizations
- Residual bequest over \$160 million

Achieve:

- Community Good
- Asset retention = missed opportunity

Example: Beneficiary Designation

Jordan and Margaret:

- Retirement accounts worth \$4,000,000.00
- Son receives \$2,000,000.00
- Foundation receives \$2,000,000.00

Achieve :

- Appropriate inheritance
- Complete use during life
- Supports causes in the community
- Asset retention = 50% -100%

Example: FLIP CRT

Karen:	Age 70
Donates 50 of Real Estate	\$5,000,000.00
Payout rate	5%
Client Benefits:	
Charitable Deduction	\$2,620,050.00
Annual distribution	\$250,000.00
Investment account	\$5,000,000.00
Advisor Benefits	Increase AUM

ARLENE COGEN, CFP

GIVE TO LIVE



MAKE A CHARITABLE GIFT
YOU NEVER IMAGINED

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