



FINANCIAL ADVISOR PROGRAM RESOURCES AND TOOLKIT

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WHY WORK WITH PLACER COMMUNITY FOUNDATION

If you work with philanthropic families or companies, we can help you understand and assess tax-saving options to make the most of your clients' charitable giving, while at the same time maximizing your business with your clients.

In addition, you will be connecting your clients with a trusted leader in the philanthropic field. We are well known for our ability to handle challenging charitable transactions and for our in-depth knowledge of charitable giving. Instantly you and your client will have access to a staff of professionals who will make sure each charitable investment provides the greatest emotional, civic and financial benefit possible.

We are accredited for National Standards for U.S. Community Foundations. With 750 community foundations nationwide this program demonstrates our commitment to accountability, excellence and service and is designed to provide quality assurance to donors, as well as to their legal and financial advisors.

Maximize Your Clients' Giving

The Placer Community Foundation is a public charity, so your clients will receive the maximum tax deduction allowed by law, avoid capital gains tax and may be eligible to receive a lifetime income stream. We look at each donation individually and create giving plans that maximize gifts to the community and provide bottom-line benefits to the donor.

For example, your client may consider a Donor Advised Fund. They will receive tax benefits in the contribution year and may choose where to grant funds for years to come.

Specific ways Placer Community Foundation Can Help

- Identify your client's charitable giving interests and motivations.
- Match personal charitable interests with tax planning needs.
- Create and implement charitable plans that are integrated into major business, personal and financial decisions.
- Assist with complex forms of giving and implement technical giving instruments.
- Provide information on community needs and on the local agencies and programs that make a difference in the areas your clients care about most.
- Deliver grantmaking expertise and a range of administrative services related to charitable giving.

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COMPLEX ASSETS

Charitable giving encompasses more than just cash donations. Families and businesses can tap into our expertise to quickly and easily donate hard-to-value assets, and open family or corporate funds to further their charitable goals.

Your clients may be able to attain a new level of giving they might not have considered possible through assets they already own. We specialize in accepting complex assets for charitable purposes, including:

Gifts of Real Estate

- Personal Residence
- Commercial Property
- Farmland or Undeveloped Property
- Other Real Property

Gifts of Business Interests

- Closely Held Stock (S-Corp, C-Corp, LLC)
- Partnership Interests

Gifts of Personal Property

- Artwork
- Royalties, Copyrights, Patents
- Valuable Collectibles

Other Alternative Asset Gifts

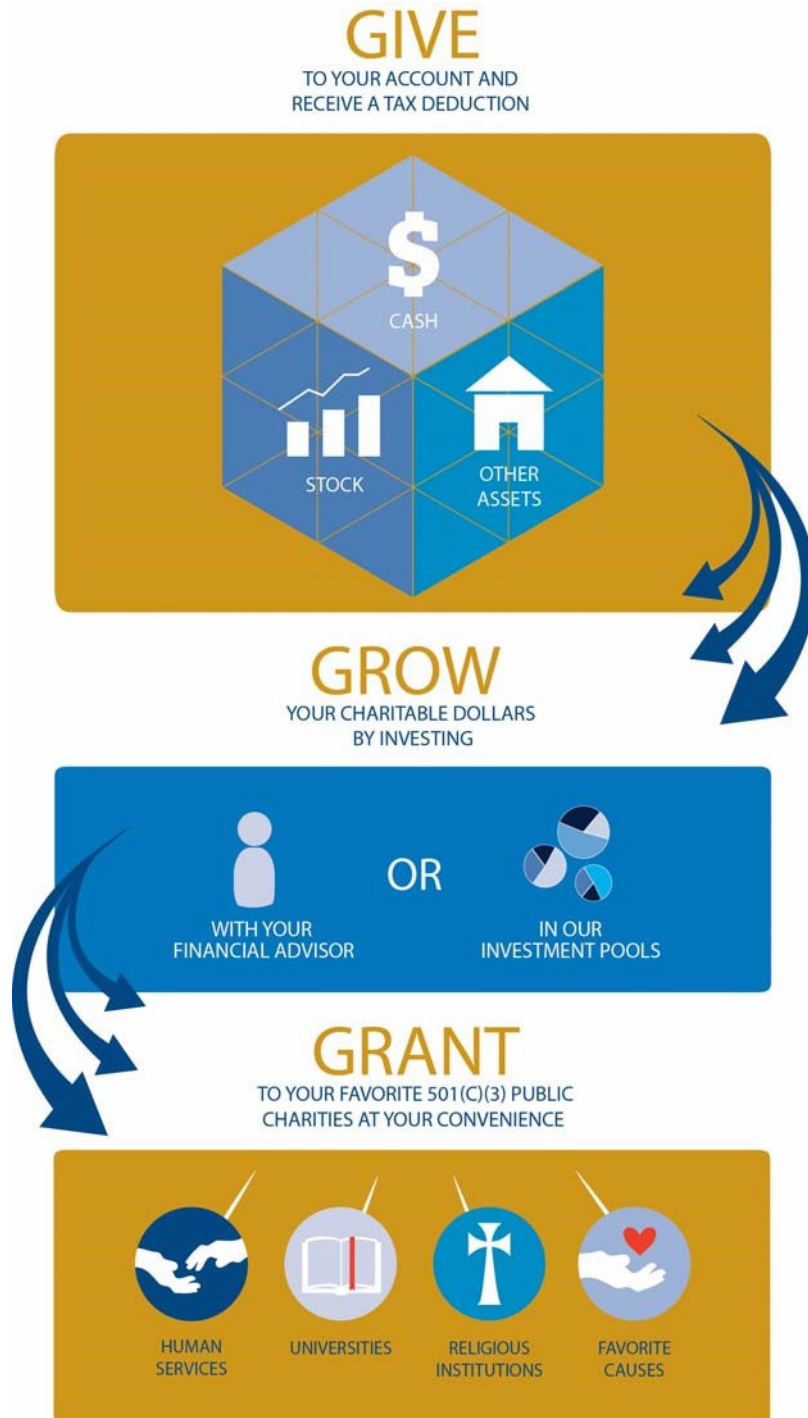
- Life Insurance Policies
- Retirement Plans
- Negotiable Instruments
- Oil and Gas Interests
- Private Equity

This list is not intended to be all-inclusive of acceptable complex assets. Charitable gift acceptance is dependent upon asset review and approval.

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HOW A FUND WORKS

Our donor-advised funds, also known as charitable giving accounts, make giving easy and meaningful.



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FOUNDATION SUPPORT FEES

Foundation support fees are used to fund our mission-based operations. These fees are the donors' investment in a 501(C)(3) public charity dedicated to increasing charitable giving, educating and connecting donors to community needs they care about, and providing leadership on critical community issues.

The foundation support fee structure illustrates the annual cost for a fund. These fees are assessed to the fund on a monthly basis based on the average fair market value of the fund assets for the month. For newly established funds, the annual fee is prorated over the remainder of the year.

Market Value of Fund Assets	Fund Range	Annual Foundation Support Fee
Less than \$2 million	first \$500,000	1.85% or \$375 (Whichever is greater)
	next \$500,000	1.25%
	next \$1 million	0.80%
Greater than \$2 million		0.50%

Notes:

- ◆ This fee schedule applies to Donor Advised funds only. The fee ranges for other fund types will be determined on a case by case basis and is dependent upon the administrative work involved and is determined at the time the fund is established. Fees can be changed annually. However, changes require a 45 day written notice to be sent to the donor.
- ◆ An initial set-up fee of \$250 will be charged to the fund upon gift acceptance by the Board of Directors and will be charged against the fund.
- ◆ This fee schedule does not include fees charged by the financial advisor and/or investment manager.

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HOW TO TALK GIVING

You can engage your clients on a deeper level by asking them about their charitable plans. While you might be reluctant to ask your clients about this highly personal subject, studies show clients want their advisors to ask them about their giving. Here are 10 things to keep in mind as you get started.

1. Do you know if your clients are charitably inclined? Starting with some simple questions can lead to larger discussions about how you can help clients maximize and simplify their giving.

Conversation Starters

- ◆ What charities do you currently support and how do you support them?
- ◆ What general causes do you care about?
- ◆ What was your most important or most satisfying charitable donation or volunteer experience?
- ◆ Do you want your family to have more involvement in your giving?

2. Are your clients holding appreciated assets, including publicly traded securities, and facing capital gains tax? Your clients can avoid capital gains and receive a tax deduction by donating these securities to a charitable giving account, also known as a donor-advised fund.
3. Do you have clients who want to sell a business, or do your clients have illiquid assets they want to put to charitable use? We can accept donations of complex assets, including business interests, life insurance policies and real estate, allowing your clients to receive the maximum tax deduction for their donations.
4. Are your clients hesitant to let someone else manage their assets? We allow donors to choose how assets in their charitable giving accounts are invested. They can work with their own trusted financial advisors, or they can choose to invest in our investment pool.

READ MORE



HOW TO TALK GIVING

(continued)

5. Are your clients too busy to handle the administrative side of their giving? Your clients can complete an online form and access our regional database to research charities and make grants. We will perform the due diligence to ensure grants are made to IRS-qualified public charities, and we can mail checks directly to charities or to your clients. Your clients can also set up recurring donations from their charitable giving accounts to their favorite charities.
6. Is collecting charitable tax receipts burdensome for your clients? If your clients organize all of their giving through a charitable giving account, they are spared this chore. Because we are a 501(c)(3) public charity, they will receive a tax deduction for contributions to their account, so the only receipts they need to keep are from us.
7. Do your clients have children? Donors with charitable giving accounts can pass along their charitable legacies by naming a future generation as successor advisors of their accounts. We can consult with your clients regarding multi-generational giving to help your clients make the most of their family giving plan.
8. Are your clients private about their wealth? We never share any personal information about our donors. They can also choose to make anonymous grants from their charitable giving accounts.
9. Are your clients nearing retirement age? If they want to support causes after they retire, they can set aside money in a charitable giving account now and give to charities later.
10. Do your clients need help keeping track of their giving? Your clients will receive quarterly statements outlining their giving for the year.

To learn more about how we can work with you and your clients for any charitable giving needs, contact us at 530.885.4920 or pmckenna@placercf.org.

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FINANCIAL ADVISOR RESPONSIBILITIES

Placer Community Foundation takes seriously its stewardship responsibility as a manager of many different kinds of donor funds. It recognizes that each donation – no matter the size – reflects an implicit trust in the ability to invest resources wisely and use the income produced, and in some cases the fund’s principal, in accordance with a donor’s charitable wishes. Likewise, PCF requires all financial advisors to manage funds in a prudent manner consistent with the purpose and goals of the particular fund they are managing.

In addition, financial advisors must comply the following:

(a) Financial advisors, and all employees of such advisors, shall at all times operate in compliance with all applicable laws and regulations.

(b) Financial advisors shall notify Placer Community Foundation when any material change in investment style occurs, or any change in either the individual or firm advising the account.

(c) Financial advisors shall seek the best price and execution for security trades it executes and shall comply with all regulations concerning “soft dollars.”

(d) Financial advisors shall not, at any time, charge higher fees or commissions to the donor’s fund at Placer Community Foundation than charged to the donor’s personal accounts.

(e) Financial advisors shall disclose all perceived or actual conflicts of interest, and all economic ties, commitments or familial relationships between and amongst the donor and the financial advisor. Family members are prohibited from serving as investment advisors.

(f) Financial advisors are prohibited from engaging in the following transactions on behalf of Placer Community Foundation:

- Any transaction that could cause a problem with Placer Community Foundation’s tax-exempt status. For instance, a charitable remainder trust must not incur any unrelated business income tax.
- Any transaction that results in leveraging the assets of Placer Community Foundation unless such transaction is disclosed in writing to Placer Community Foundation prior to the transaction; or
- Excluding mutual funds, any transaction investing in private placements, lettered stock, futures contracts, swaps, synthetic securities, derivatives, options, short sales, margin transactions or other specialized investment activities unless such transactions are disclosed in writing to Placer Community Foundation prior to the employment of the manager.

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CONTACTS FOR ADVISORS

Placer Community Foundation
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530.885.4920 | info@placercf.org



Veronica Blake, Chief Executive Officer

Veronica uses her knowledge of Placer County's nonprofit sector to connect the charitable interest of donors with the needs in the community. She directs all asset development activities and manages the internal operations of the Foundation.

vblake@placercf.org | 530.885.4920



Jessica Hubbard, Philanthropic Services Manager

Jessica's focus is on personalized donor services and outreach to professional advisors for the purpose of encouraging charitable giving within their client's estate plans.

jhubbard@placercf.org | 530.885.4920



Paul McKenna, Advisor Program Manager

Paul supports the development and implementation of the Financial Advisors Program. He works closely with Jessica to establish donor advised funds that are managed by external financial advisors.

pmckenna@placercf.org | 530.885.4920



Eileen Speaker, Grants Manager

Eileen oversees the Community Foundation's Grant Programs. These programs include training for nonprofit leaders, numerous scholarship funds and other competitive grant opportunities.

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