

WANT TO PROVIDE THE BEST FOR YOUR CLIENTS? WANT TO EXCEED THEIR EXPECTATIONS? HELPING THEM TO THINK ABOUT THEIR GIVING COULD DO JUST THIS. WHY? THE 2006 CAP GEMINI WORLD WEALTH REPORT FOUND THAT "GLOBALIZATION HAS IMPACTED PHILANTHROPY" AND THAT HIGH NET WORTH INDIVIDUALS "NEED PROFESSIONAL ADVICE TO HELP GUIDE THEIR DECISION".

Community foundations – putting you in front

Warren Buffet's decision to "outsource" his giving to the Gates' Foundation may be an extreme example, but he is not alone. And as the proportion of those holding the UK's wealth increases, so too do opportunities for financial planners to support clients with their giving.

Many of you, as professional advisers, will be accustomed to helping clients as they make major life decisions, such as establishing private charitable trusts. However this isn't always straightforward. Setting up a charitable trust requires registration with the Charity Commission; finding trustees (or even being one); deciding or advising where the money should go; researching the activities and status of recipient organisations and keeping public records.

Community foundations can do all the legwork for you and help you consolidate your relationship with your client. There are 55 across the UK reaching 94% of the population and we can work alongside you to help your client establish a fund which has the following benefits:

- *A highly personalised and professional service;*
- *A fund established with the minimum of bureaucracy and hassle, and maximum tax benefit;*
- *Sharing of overheads - Quartet Community Foundation in Bristol manages 127 funds so each fund is more cost effective than a private trust;*
- *As much or as little involvement with selecting and visiting charities as they like;*
- *Knowledgeable advice and due diligence of projects funded.*

How this service makes a difference...

There is no need to register with the Charity Commission – community foundations act as the responsible charity. A simple agreement is all that is required. Community foundations handle the financial and administrative management, including audits and reports to the Charity Commission.

And through partnering with a community foundation you don't need to worry about recommending a particular charity. Community foundations can identify appropriate groups according to the donor's wishes. Funds can be named or anonymous. Where appropriate we can act as buffer between the donor and grant-seekers, so they won't be troubled by unsolicited enquiries.

One successful entrepreneur recognised that having donated only a quarter of the money he intended through his own private trust, that "effective giving requires expertise". A proportion of his fund is now managed by Surrey Community Foundation, whose objective advice about local projects and proficiency in distributing and auditing his grants has proved invaluable.

It's as easy as one, two, three... four

A donor who set up the Crown Fund with Kent Community Foundation was delighted by the ease with which his wishes were met. Iain McArthur, Kent's Chief Executive took him through four simple questions:

- *Define who is to benefit;*
- *Decide how much to invest;*
- *Choose a name for the fund;*
- *Decide who will be on the panel to determine successful applicants.*

Working alongside a community foundation you can be assured total client satisfaction. Feedback from donors is unfailingly positive. Giving through a foundation is a fulfilling way to give something back to their community. They can address a broad range of local needs, make their donation work forever and create a personal legacy that reflects their values.

A donor might want to support a self help group for young mums on a local estate, a lunch club for older people or mentoring for young offenders. But whatever they choose they will be able to see the impact for themselves and really feel the difference that they have made to their community.

What you can do next...

- Make contact with your local community foundation or Community Foundation Network. Details for community foundations can be found at www.communityfoundations.org.uk or on 020 7713 9326.
- Organise a joint briefing – community foundations will happily come and explain in more detail their services with no obligation.
- Consider outsourcing dormant or small trusts that aren't cost effective for you to manage.



Stephen Hammersley
CEO, Community Foundation Network

Stephen joined in 2004 but started his career in the UK financial services industry, latterly as Head of Marketing for Barclays Offshore Services. Before joining CFN Stephen was a Director of Tearfund, a major UK based international relief and development agency, responsible for its "trade as aid" work, including management of a small fair-trade business. Stephen's interests include outdoor pursuits and voluntary youth work.

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