Ten reasons to discuss philanthropy with your clients

1. You’ll be surprised how many clients are searching for a way to give back to the community, to honor or memorialize a loved one or simply make a positive impact.

2. Clients agree that philanthropy is no more personal than any other decision that advisors help them make. Financial and estate planning includes discussing all the things clients can do with their money. Philanthropy is one of them.

3. Clients expect you to bring it up.

4. You can discuss philanthropy with your clients discretely, without judgment, in a way that respects their privacy, values and autonomy.

5. It expands the menu of services available to your clients, thereby increasing their level of satisfaction with you and your firm.

6. It showcases your broad range of professional expertise.

7. It increases the potential for new referrals and thus opens the door to new clients.

8. It marries your chosen profession with your desire to make a positive impact in the community.

9. It helps address important community needs, and helps make our community a more equitable and vibrant place to live — a real legacy for future generations.

10. It’s good for your clients, it’s good for your business, it’s good for society and it’s good for you.

Adapted from Top Ten Reasons Why You Should Discuss Philanthropy with Your Clients by New Ventures in Philanthropy, a national initiative of the Forum of Regional Associations of Grantmakers.
Starting the conversation

When you talk about charitable giving with your clients, they will understand that you see them as multifaceted individuals whose goals include more than acquiring wealth and/or minimizing taxes. You can acknowledge your clients’ values and the role these values play in their lives and plans for the future.

These questions may help you easily start a conversation about charitable giving:

• What do you appreciate most about living in Kalamazoo County?

• Is there something about Kalamazoo County you’d make better if you could?

• Do you volunteer or have you considered volunteering for a local nonprofit?

• What would you want to happen to your estate if your loved ones died before you?

Why refer clients to the Community Foundation?

1. If your clients want to invest in the community where they have lived, worked and raised their families, they can be sure their gift will support the community forever.

2. It’s easy to give to the Community Foundation. We accept a wide variety of assets, which other nonprofits may not be able to do.

3. If your clients have multiple charitable interests, they will appreciate being able to support the whole community with just one gift.
Fund types

Any of these fund types can be established anonymously or in your client’s name, family name, the name of someone they wish to honor, or a descriptive name that is meaningful to them. Your clients also may choose to give to existing funds of the Kalamazoo Community Foundation, receiving tax benefits with each gift.

<table>
<thead>
<tr>
<th>Fund Type</th>
<th>Establishing Gift</th>
<th>Fee</th>
<th>Endowment Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love Where You Live (LWYL)</td>
<td>$5,000*</td>
<td>-</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Unrestricted resources are used to support immediate community needs, as well as support the work of organizations that are collaborating with others to make long-term, transformative change. These funds may be established over time. Once a donor has made $5,000 in gifts to our Love Where You Live Funds, they may choose to name the fund.

<table>
<thead>
<tr>
<th>Field-of-Interest</th>
<th>$5,000 / $50,000</th>
<th>1% of assets up to $1,000,000</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>0.75% next $1,500,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.50% next $2,500,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.25% thereafter</td>
<td></td>
</tr>
</tbody>
</table>

Field-of-Interest Funds support specific areas of need such as housing, health or education. The minimum gift to establish a Field-of-Interest Fund is $5,000 when the purpose mirrors one of our Love Where You Live Funds. Field-of-Interest Funds that have a very specific or narrow scope require a minimum gift of $50,000.

<table>
<thead>
<tr>
<th>Advised</th>
<th>$25,000</th>
<th>$400 minimum or 1% of assets</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>0.75% next $1,500,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.50% next $2,500,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.25% thereafter</td>
<td></td>
</tr>
</tbody>
</table>

Donors suggest grants from these funds to the nonprofits of their choice. Grants can be distributed within or outside Kalamazoo County.

<table>
<thead>
<tr>
<th>Designated</th>
<th>$50,000</th>
<th>.75% with fee capped at $5,625</th>
<th>Yes</th>
</tr>
</thead>
</table>

Designated Funds are established for the benefit of specific nonprofit organizations.

<table>
<thead>
<tr>
<th>Scholarship</th>
<th>$100,000</th>
<th>1.25% of assets up to $10 million with fee capped at $125,000</th>
<th>Yes</th>
</tr>
</thead>
</table>

Scholarship Funds provide support for students pursuing post-secondary education. The minimum gift to establish a Love Where You Live Scholarship Fund is $5,000 when the purpose mirrors our Love Where You Live Scholarship Fund.

Any of the fund types shown above can be established over the course of time. All funds except Love Where You Live require a minimum $15,000 initial contribution. Grantmaking from the fund does not begin until the fund reaches the minimum value. No fee is assessed on the fund until it is fully developed.
# Comparing three approaches to giving

<table>
<thead>
<tr>
<th>Items to consider</th>
<th>KZCF Donor Advised Fund</th>
<th>Commercial Gift Fund</th>
<th>Private Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Donor Involvement</strong></td>
<td>Donor recommends grants to qualified nonprofits. Grants are approved by KZCF board of trustees.</td>
<td>Donor recommends grants to qualified nonprofits. Grants are approved by trustees of the gift fund.</td>
<td>Donor appoints board, which controls investments and grantmaking.</td>
</tr>
<tr>
<td><strong>Tax Status</strong></td>
<td>Public charity</td>
<td>Public charity</td>
<td>Private charity</td>
</tr>
<tr>
<td><strong>Income Tax deductions for gifts of</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>Up to 60% of adjusted gross income</td>
<td>Up to 60% of adjusted gross income</td>
<td>Up to 30% of adjusted gross income</td>
</tr>
<tr>
<td>Appreciated securities</td>
<td>Fair market value up to 30% of adjusted gross income</td>
<td>Fair market value up to 30% of adjusted gross income</td>
<td>Fair market value up to 20% of adjusted gross income</td>
</tr>
<tr>
<td>Real estate and closely-held stock</td>
<td>Fair market value up to 30% of adjusted gross income</td>
<td>Fair market value up to 30% of adjusted gross income</td>
<td>Cost basis up to 20% of adjusted gross income</td>
</tr>
<tr>
<td><strong>Grantmaking</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support</td>
<td>Dedicated staff can provide input on community needs and programs to enhance donor’s philanthropic vision</td>
<td>Varies</td>
<td>Donors must arrange and support their own grantmaking and monitoring structure</td>
</tr>
<tr>
<td>Distribution requirements</td>
<td>No minimum annual distribution</td>
<td>No minimum annual distribution</td>
<td>Must distribute 5% of average fair market value of assets each year</td>
</tr>
<tr>
<td><strong>Start-up costs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Initial costs</td>
<td>None</td>
<td>None</td>
<td>Several thousand dollars for legal and accounting expenses and filing fees</td>
</tr>
<tr>
<td>Fund value</td>
<td>Minimum to establish is $25,000 or $15,000 if established under development</td>
<td>Minimums to establish vary, but typically $10,000 and up</td>
<td>Typically millions of dollars</td>
</tr>
<tr>
<td><strong>Administrative requirements</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ongoing costs</td>
<td>Annual administrative fee</td>
<td>Varies</td>
<td>Several thousand dollars for legal and accounting expenses, filing fees and investment expenses</td>
</tr>
<tr>
<td>Reporting</td>
<td>KZCF handles reporting</td>
<td>Financial institution handles reporting</td>
<td>Annual 990-PF tax form must be filed</td>
</tr>
</tbody>
</table>
Charitable instruments

There are a variety of giving methods tailored to your client’s unique situation. Each individual and family we work with has unique charitable interests and unique financial circumstances. Our Donor Relations team helps you make the most of both for your clients.

**Cash**  The simplest method of giving is to send a personal check.

**Appreciated Securities**  When you give long-term appreciated securities, not only do you receive an income tax deduction equal to the market value of the securities, but you also avoid capital gains taxes on the growth of that asset.

**Real and Personal Property**  A residence or other real property may be given as an outright gift, or you may prefer to give your residence, farm, or vacation home and retain the right to occupy it for life. Personal properties such as paintings, library books, coin collections, or musical instruments are also assets you may wish to consider as possible gifts to charity.

**Life Insurance**  When you give a life insurance policy to charity, the tax deduction will be based on the policy’s present value (total premiums paid) or its cash surrender value, whichever is less. Any premiums you continue to pay after your gift are also deductible.

**Charitable Beneficiary Designation**  Naming the Community Foundation as a beneficiary in your life insurance or retirement plan is easy to do, and the gift that results will benefit our community in a lasting way. Making the Community Foundation a beneficiary of your IRA or qualified retirement plan also avoids the income tax that your estate would have paid.

**Bequest By Will**  You can designate a gift or portion of your estate to the Community Foundation and, in some cases, receive a substantial reduction in federal gift and estate taxes.

**Charitable Gift Annuity**  You can make a gift of cash or property to the Community Foundation now, get immediate tax benefits, and ensure that you or a loved one receive fixed quarterly or annual payments for life.

**Charitable Remainder Trust**  You can place cash or property in a trust that pays annual income to you (or other beneficiaries) for life or a term not to exceed 20 years. Either at the end of the term or after your death, the remainder of the trust transfers to the Community Foundation and is placed in a charitable fund you have selected. You receive income tax benefits in the year you establish your trust.

**Charitable Lead Trust**  You can place cash or property into a trust that pays a fixed amount to the Community Foundation for the number of years you select. Once this period ends, the assets held by the trust are transferred to the beneficiaries you name. In some cases, you receive a substantial reduction in federal gift and estate taxes.

**Tax-Free Charitable IRA Transfer**  You can make a gift of up to $100,000 by transferring IRA assets to the Community Foundation. You must be at least 70 1/2 years old. If married, each spouse can transfer up to $100,000 from their IRA.

*Donor Advised Funds are not eligible to receive tax-free IRA transfers.*
Our investment options

ENDOWED FUNDS

Investment Objectives
- Provide grantmaking dollars, subject to a spending policy, to address immediate and evolving community needs.
- Preserve the original value of gifts to keep pace with inflation.
- Grow assets in real terms as market conditions allow, thereby adding greater resources to meet community needs in the future.

The Kalamazoo Community Foundation has two investment options for our endowed funds to ensure they serve the community forever:

Sustainable and Responsible Investment (SRI)
We offer a Sustainable and Responsible Investment account that utilizes commingled funds managed by firms that incorporate social, environmental and governance screens, considerations and restrictions in the management of their funds. Greenleaf Trust serves as the investment advisor. SRI funds contain 70 percent equities and 30 percent fixed income assets.

Conventional Endowed Funds
Conventional endowed funds at Kalamazoo Community Foundation contain 70 percent equities, 25 percent fixed income assets, and five percent real estate. This moderate growth strategy is managed by our core investment managers (see next page).

NON-ENDOWED FUNDS

Investment Objectives
- Provide grantmaking dollars to address immediate and future community needs.
- Preserve gifts in terms of inflation while providing moderate long-term growth without undue exposure to risk.

For non-endowed assets we employ an income and growth strategy of 50 percent equities and 50 percent fixed income. This investment option is appropriate for those funds that have a shorter time horizon.

Our investment performance is published in the Community Foundation’s newsletter, annual report and online at bit.ly/InvestmentsKZCF.
The Kalamazoo Community Foundation’s board of trustees and Financial Investment Committee establish investment policies and objectives, and monitor and review the investment performance of our core investment managers. Note that the Sustainable and Responsible Investment (SRI) accounts are managed by Greenleaf Trust.

<table>
<thead>
<tr>
<th>Investment Manager</th>
<th>Strategy</th>
<th>Fee In Basis Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BlackRock</strong> San Francisco</td>
<td>S&amp;P 500 Index Portfolio</td>
<td>4.5 bp</td>
</tr>
<tr>
<td><strong>Dimensional Fund Advisors</strong> Austin, Texas</td>
<td>US Large Cap Value Portfolio</td>
<td>27 bp</td>
</tr>
<tr>
<td></td>
<td>US Small Cap Value Portfolio</td>
<td>52 bp</td>
</tr>
<tr>
<td></td>
<td>US Micro Cap Portfolio</td>
<td>52 bp</td>
</tr>
<tr>
<td></td>
<td>International Small Cap Value</td>
<td>69 bp</td>
</tr>
<tr>
<td></td>
<td>Emerging Markets Value</td>
<td>56 bp</td>
</tr>
<tr>
<td><strong>Vanguard Group, Inc.</strong> Valley Forge, Penn.</td>
<td>Real Estate Public Trusts</td>
<td>10 bp</td>
</tr>
<tr>
<td><strong>RREEF America II, Inc.</strong> San Francisco</td>
<td>Real Estate Private Equity</td>
<td>75 – 120 bp</td>
</tr>
<tr>
<td><strong>Jennison Associates</strong> Boston</td>
<td>Fixed Income US</td>
<td>25 bp</td>
</tr>
<tr>
<td><strong>Vanguard Group</strong> Malvern, Penn.</td>
<td>Fixed Income US</td>
<td>10 bp</td>
</tr>
<tr>
<td><strong>Loomis Sayles Core Disciplined Alpha</strong> Boston</td>
<td>Fixed Income US</td>
<td>31 bp</td>
</tr>
</tbody>
</table>
Sample will and trust language

Suggested Will Language
One suggestion that some estate planners have for charitable gifts is to insert the following clause in every will that includes a charitable bequest:

I instruct that all of my charitable gifts, bequests and devises be made, to the extent possible, from property that constitutes “income in respect of a decedent” as that term is defined in the Internal Revenue Code.

General Will Language
I direct that all remaining assets comprising my estate (or a percentage, fixed amount, or particular asset) be distributed to the Kalamazoo Community Foundation with the request that such funds be utilized for purposes I may have from time to time recommended to the Community Foundation in writing during my lifetime.

General Trust Language
I direct that all remaining assets comprising the trust estate (or a percentage, fixed amount, or particular asset) be distributed to the Kalamazoo Community Foundation with the request that such funds be utilized for purposes I may have from time to time recommended to the Community Foundation in writing during my lifetime.

The wording in the General Language paragraphs is the preferred language because it allows your clients to address multiple charitable interests and provides the opportunity for them to revise their wishes easily without incurring the costs of a codicil being added to a will or revising a trust document. However, if your client desires to have the name of the fund(s) included, examples for specific fund types are available along with wording that is appropriate for a gift to an existing fund.
Important information about the Kalamazoo Community Foundation

The Kalamazoo Community Foundation is tax exempt under section 501(c)(3) of the Internal Revenue Code.

**Legal Name**  
Kalamazoo Community Foundation

**Tax Identification Number**  
38-3333202

**Brokerage Account**  
Fidelity Brokerage Services, Inc.  
Online Brokerage Account  
Kalamazoo Community Foundation  
Franklin Plaza  
29155 Northwestern Hwy  
Southfield, MI 49034  
1.800.544.6565  
Acct. #X13-239828  
DTC #0226

**Address and Contact Info**  
402 East Michigan Avenue  
Kalamazoo, MI 49007-3888  

**Telephone**  269.381.4416  
**Facsimile**  269.381.3146  
**Web**  kalfound.org  
**Email**  donorrelations@kalfound.org

**Donor Relations Team**  
For a list of Donor Relations team members, visit bit.ly/DRstaff

**Getting Involved**  
We are always looking to add more perspectives to our Professional Advisor Council, a local community of ambassadors sharing philanthropy with their clients. Contact our team to learn more!
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