



**The Catholic Foundation  
of Central Florida**  
Inspire Giving. Fund God's Work.

# Family Philanthropy: Supporting Your Donors in Passing on Their Wealth with Thought and Meaning



# Setting the Table For Family Philanthropy



# Getting to Know the Family

- Family Size, Relationships and Dynamics
- Family Business
- Existing Advisors and Other Influencers
- Giving History
- Planned Gift Commitments
- Personal and Family Philanthropic Aspirations



# Getting to Know the Charitable Motivations

- Understanding Future Financial Needs
- Goals of the Parents – Letter to Next Gen
- Goals of the Next Gen
- Supporting Parents and Next Gen
- Defining Family Mission and Purpose



# Initiating Philanthropic Conversations

Learning more about clients and their philanthropic aspirations

1. Do you support the same charities each year or does it vary from year to year?
2. How do you decide which charities to support and who is involved in that decision-making process with you?
3. Which gifts have given you the most satisfaction?
4. Do you want to donate primarily during your lifetime or through legacy gifts – or both?
5. Do you prefer to give publicly or anonymously?
6. Does your charitable giving come from your disposable income or non-cash assets?



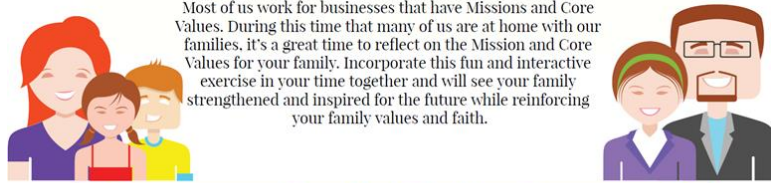


# Passing on/Defining Values A Shared Commitment



## Create a Family Mission Statement

Most of us work for businesses that have Missions and Core Values. During this time that many of us are at home with our families, it's a great time to reflect on the Mission and Core Values for your family. Incorporate this fun and interactive exercise in your time together and will see your family strengthened and inspired for the future while reinforcing your family values and faith.



Why create a Family Mission Statement?



## Your Catholic Legacy Letter

Values, Beliefs, Life Lessons  
for Future Generations



## Create Your Catholic Legacy Video



A Legacy Video is a recorded video sharing life stories, preserving legacies of an individual's life that has passed along their values and beliefs to their children and grandchildren and a living connection to inspire the present and future generations. Whether we are with them or even when we are gone, what is left with our families are the memories, the stories, and the values that we shared with them.

Over the last twenty-five years much research has been done on family storytelling and it tells us that children who know their family's past and their family's stories are much more resilient. In fact, they have higher self-esteem and stronger self-concepts. They have more robust identities, better coping skills, and lower rates of depression and anxiety. And families that leave in the funny bits, the sad bits, even the gory and smelly bits, those are the stories that are most remembered. Your children and grandchildren will tell those stories for



# Family Philanthropy

*Most families aspire to **preserve wealth, values and legacy** over the generations.*

*Research demonstrates that a number of factors **influence** a family's ability to reach that goal.*

*Almost always near the top of the list is a family's **shared commitment** to community, service and philanthropy.*





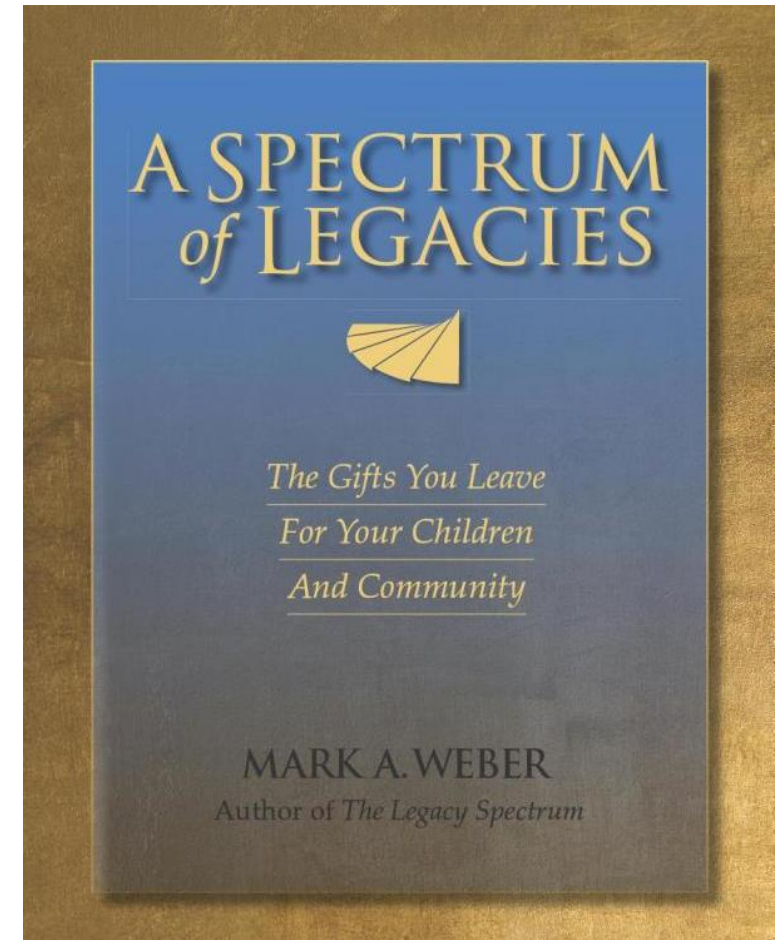
# A Spectrum of Legacies

*Author, Mark Weber, JD, MS, CLU, ChFC, CAP®*

Creighton University and The American College of Financial Services



[www.spectrumoflegacies.com](http://www.spectrumoflegacies.com)





# Advisor Resource Center



We believe in the multi-sector, multi-discipline impact which advances philanthropy and addresses our community needs in transformational ways. Our new online Advisor Resource Center along with our PGAC meetings and Chartered Advisor in Philanthropy Study Group will be provide resources to help you distinguish your services, advise your clients along their philanthropic journey and build your multi-sector and multi-discipline network.

[www.cfocf.org/advisorsresourcecenter](http://www.cfocf.org/advisorsresourcecenter)



# Follow Us



[www.cfocf.org](http://www.cfocf.org)

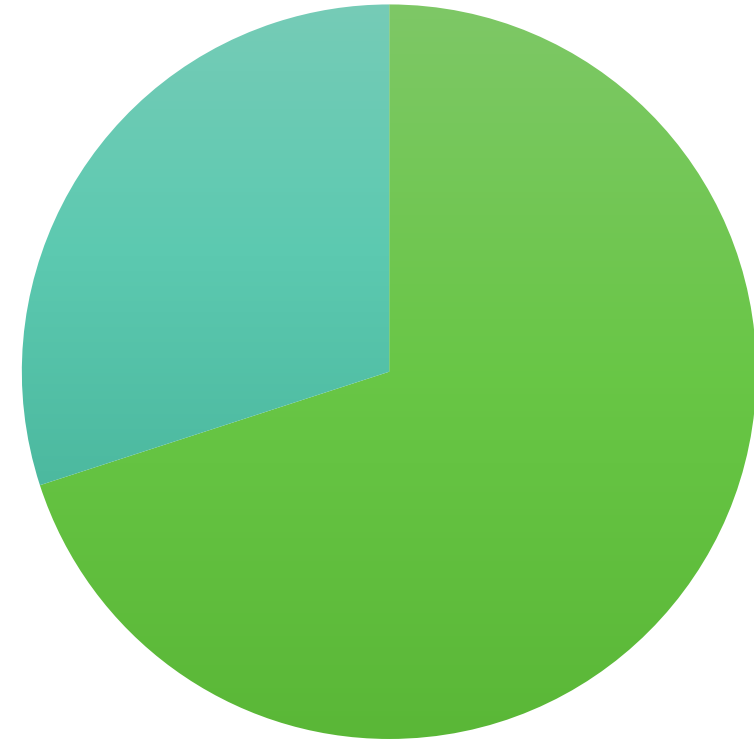
Social Media



# PGAC Member Survey - Results

**THANK  
YOU**

We appreciate you and all you do as PGAC members and thank you for your time spent on this survey.



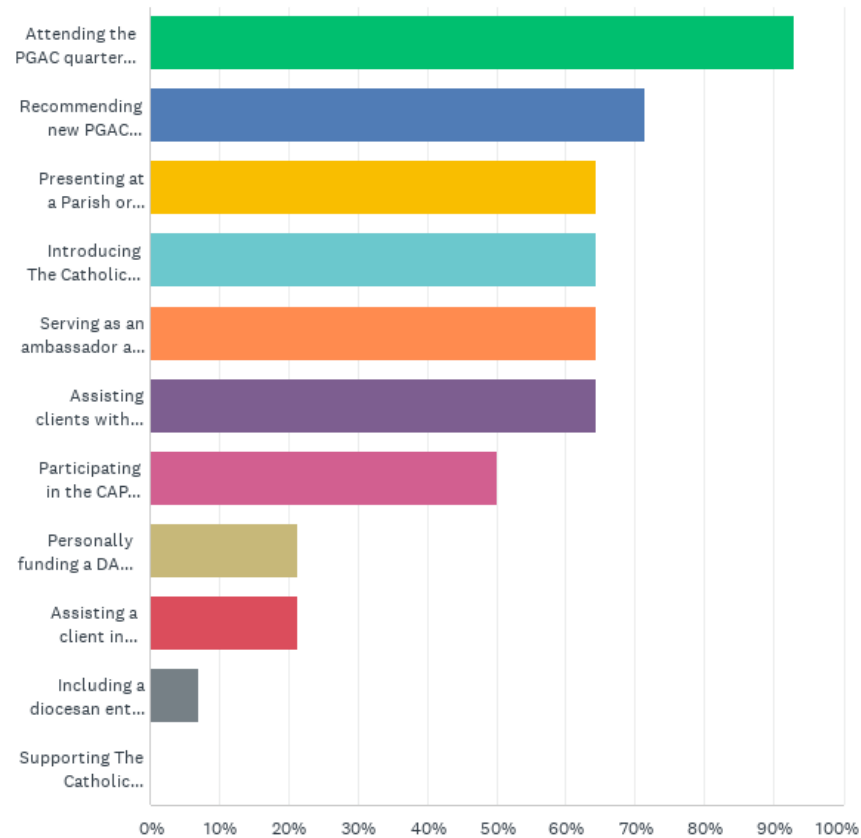
14 of the 20 members invited to take the survey responded.





# PGAC Member Survey - Results

As a member of the Planned Giving Advisory Council, I support The Catholic Foundation of Central Florida by (select all that apply):



A majority of respondents selected that they support The Catholic Foundation by:

- Attending PGAC quarterly meetings
- Recommending new members
- Presenting at our seminars
- Serving as ambassadors of The Catholic Foundation in the community
- Assisting clients with philanthropic opportunities to support diocesan entities



# PGAC Member Survey - Results

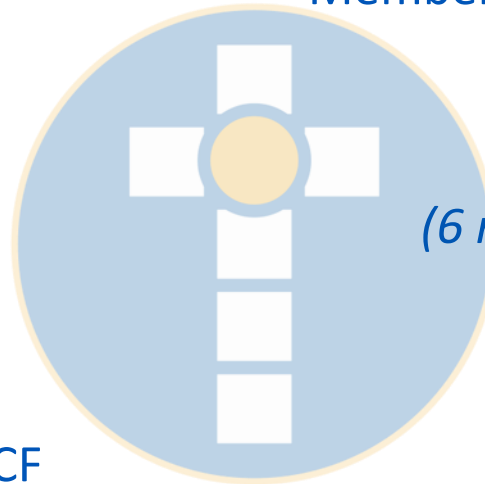
**10-40 clients**

have been referred to CFOCF

**7-28 pro-bono consultations**

provided as a result of seminar presentations or referral from CFOCF

(**12** of our members have served as seminar speakers – providing expert advice to more than **400** donors.)



**Outright Gifts**

Members assisted with between **12-37 gifts** valued at more than **\$850k**

*(6 noted an increase since joining PGAC)*

**Legacy Gifts**

Members assisted with between **7-28 legacy gifts** valued at more than **\$1m**

*(4 noted an increase since joining PGAC)*



# PGAC Member Survey - Results

**9**

Shared that engagement with CFOCF has enhanced their comfort with initiating philanthropic conversations with clients.

**5**

Have supported CFOCF directly as members of the St. Katharine Drexel Society

**3**

Were already comfortable, but have learned something new via the PGAC

**3**

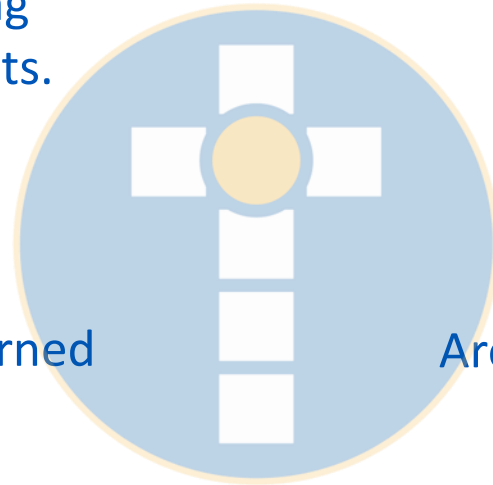
Are CFOCF Donor Advised Fund holders

**12**

Have personally increased their support of a diocesan entity due to awareness gained through their partnership with CFOCF

**2**

Have notified us that they have left a diocesan entity in their estate plans are members of the Vivos Christi Society





# PGAC Member Survey - Results

## Top 3 Favorite Meetings

Top 10 Charitable Planning Strategies for Financial and Legal Advisors (Dr. Russell James)

Impact of Legacy Gifts in the Diocese (Kevin Casey/Fr. Richard Walsh/Deacon Gary Tester)

Impactful Philanthropy Panel (Joseph Bert/Steve Zepf/Fr. Stephen Parkes)

## Future Meeting Topics of Interest

New tax laws impacting charitable gift planning

Family Philanthropy

What's new in the Diocese of Orlando

Trends in charitable gift planning

Tackling Central Florida's affordable housing crisis



# PGAC Member Survey - Results



Expressed interested in helping to establish a lasting legacy through a **PGAC Pooled Endowment** with which the donations would be restricted in perpetuity and the earning would provide support to a diocesan entity selected annually by the PGAC membership



**THANK  
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