



# THE PHILANTHROPY PRIMER

---

A Guide for Developing your  
Philanthropic Strategy

## ► Table of Contents

How to Use this Primer	3
The Value of the Plan: Introduction by John M. Sobrato	4
Section <b>01</b> Motivations & Areas of Interest	6
Section <b>02</b> Objectives and Giving Vehicles	8
Section <b>03</b> Governance & Family Involvement	10
Section <b>04</b> Learning & Improvement	12
Section <b>05</b> Legacy Planning	14
Section <b>06</b> Creating your Philanthropy Plan	16
Notes for Professional Advisors	20
Appendix	21

## How to use this Primer

About 50% of new businesses fail within the first five years of operation, and only 25% make it to 15 years<sup>1</sup>. However, those with the underpinnings of a well contrived plan are significantly more likely to succeed. The value of the plan is material.

The same is true for philanthropy, whether the intended donations are counted in thousands or millions of dollars. With the goal of effective and efficient philanthropy, a well-constructed plan brings clarity of purpose, clear objectives, and meaningful metrics. And yet, many high-net-worth families have not developed philanthropy plans.

The Catholic Community Foundation has compiled these questions as a starting point for your Philanthropy Plan. We hope that these questions will spur ideas and help you think about factors you may not have otherwise considered. Your financial and estate planning advisors will be excellent resources throughout this process.

### Using the Primer

You are invited to use this primer in any way that makes sense for your philanthropic journey. You may be just starting out and experimenting with giving. You may have years of experience with giving to the causes and institutions you love. No matter where you are on your journey, the questions and insights from this primer can help you think more deeply about what you want to get out of your personal philanthropy.

This primer may be completed individually or in partnership with your spouse and/or children. Section 3 covers some questions about getting younger generations involved in philanthropy. The Foundation can also be a great resource if you are interested in engaging and integrating your children/grandchildren in your philanthropy.

**“Creating a philanthropic strategy, no matter how simple, is worth the time and effort. It will bring meaning and focus to the uses of your resources. It can help you ensure that your social impact goal and role drive your decision making rather than ad hoc interests and unsolicited requests.”**

– National Center For Family Philanthropy, *Impact Strategies And Tools Primer*

There are six main sections to this primer:

- 1. Motivations & Areas of Interest**
- 2. Objectives & Giving Vehicles**
- 3. Governance & Family Involvement**
- 4. Learning & Improvement**
- 5. Legacy Planning**
- 6. Creating your Philanthropy Plan**

While we recommend that everyone complete *Section 1: Motivations & Areas of Interest* first, you may find it makes sense to skip some sections or complete sections in a different order than we have prescribed. We urge you to utilize this in whatever way best fits your unique situation.

Section 6 brings your final thoughts together into one plan. It is meant as an easy reference for you going forward; however we acknowledge that there will likely be more details and plans for each of these sections than may fit in the space provided.

As always, please know that the Catholic Community Foundation is a resource for your giving and philanthropic planning. We have worked with families in all stages of their philanthropic journey. We can walk with you through the entire primer or partner at any stage, as you see fit. Reach out with questions or set up a time to discuss ideas.



catholiccf.org  
408.995.5219  
info@catholiccf.org

<sup>1</sup><https://www.fundera.com/blog/what-percentage-of-small-businesses-fail>

# The Value of the Plan

Introduction by John M. Sobrato

Board Chair, The Sobrato Organization

Like many families, the Sobrato family's history of giving began with reactive giving. My father began his philanthropic journey by donating to his local parish and alma mater. He would respond to needs as they arose, but there was no strategic plan in place. As the family's giving ability grew and the second generation became involved, the need for more structure and strategy arose. When the Sobrato Family Foundation was formed, the initial focus of our giving was on the local community. Like most donors, we wanted to spend the majority of our resources supporting the community in which we had made our success. Over the past 25 years, the influence of the second and now third generations of the family has expanded our grant making to national and global issues, although we still have a significant focus on local needs and partnerships.

As you broaden your philanthropic interests, determining a strategic direction for your philanthropy can be difficult given all the challenges faced locally, nationally, and globally. It can be overwhelming, and you may find yourself paralyzed by all the different areas that need your support. While I recognize that our family is atypical in scale, I believe the lessons we've learned can be applied to many situations. One of the biggest lessons we've learned is that focus, intentionality, and the need for a clear and realistic definition of the impact we are trying to achieve has been key to our family's philanthropic success.

Our family has spent a lot of time and effort discussing questions like the ones posed in this primer. There is no right answer for every family and there is no silver bullet that will solve the complex issues facing our society.

All we can do is make the best decisions we can with the information and resources at our disposal. I can tell you from experience that the time we spent crafting a thoughtful plan for the future of our philanthropy was time well spent, but there also comes a time to move forward, take risk, and learn by doing.

The Catholic Community Foundation is an excellent resource for donors who are looking for deeper conversations and creative solutions for their philanthropy. I served as a board member at the Foundation for nine years and saw how their work enhanced the impact and efficacy of donors' giving. The purpose of the Foundation is to connect generous people like you with effective programs aligned with your interests. Their expertise can help you along this journey toward more meaningful and fulfilling giving.

**If you are interested in using your resources to the best of your ability, maximizing your impact, and leaving a philanthropic legacy, I urge you to give the questions in this primer your consideration.**

The work that we have done to create a legacy of philanthropy through three generations of the Sobrato family has been hard but enormously rewarding. We continue to have strategic discussions and evaluate our work as it evolves and changes to ensure that we are staying true to our core values and serving our community the best we can. Likewise, your plan will evolve over time. This is lifelong work, and we are grateful to be able to do it.

**"To give away money is an easy matter and in any man's power, but to decide to whom to give it and how large and when, and for what purpose and how, is neither in every man's power nor an easy matter. Hence, it is that such excellence is rare, praiseworthy, and noble."**  
– Aristotle



## JOHN M. SOBRATO

Mr. Sobrato is the third generation to be involved with the family-owned Sobrato Organization where he has worked since his teens. As Chairman, he leads the governance board that sets strategic direction of the firm's portfolio of over 15 million square feet of commercial and residential income properties as well as the company's investments in global marketable securities. He is very involved in the local community. In addition to being a past board member of Catholic Community Foundation, he has served as a past chair of the Santa Clara University Trustees, Regents & Fellows, the Silicon Valley Community Foundation, Bellarmine College Preparatory, KTEH Public Television, Catholic Charities of San Jose and Charities Housing Development Corporation. Mr. Sobrato is currently serving on the board of the Sobrato Family Foundation. Mr. Sobrato graduated from Santa Clara University in 1983 with a BSC.



# Section 01



## Motivations & Areas of Interest

Use this section to think deeply about *why* you give. We recommend that everyone start here, even if you want to skip around among the following sections. Every decision you make about your giving will stem from the “why” of your giving. Spending time to create a clear picture of your motivations, values, principles, and priorities will make it easier to make decisions about more complex topics.

### Questions to Consider

#### WHAT MOTIVATES YOU TO GIVE?

There are no right or wrong answers. Take a look at these examples and see if any of them resonates with you. There are categories beyond the few listed here, so feel free to find others that fit your perspective or define a new category that fits your situation.

- ▶ **Heritage, Family and Faith:** Desire to recognize the groups and organizations that formed you throughout your life (e.g. church, family business, alma mater).
- ▶ **Experience and Inspiration:** Desire to assist in areas of need that are of particular interest to you.
- ▶ **Analysis and Metrics:** Driven by potential results in a certain area. For example, your dollar will go much further when given to clean water projects in other countries rather than to the arts in the U.S. If this is your main consideration, it will materially impact your plan.
- ▶ **Legacy:** Desire for your giving to have lasting or permanent value.

#### WHAT ARE THE MAIN VALUES YOU WANT TO BRING TO YOUR PHILANTHROPY?

Our values influence all our decisions. Think of the values that are most important to you, perhaps values like kindness, humility, honesty, compassion, integrity, etc. Create a list of the values you find most important in relation to your giving.

Using your top 2-3 values, create a value statement to guide your philanthropy. For example, “We will focus on building relationships with grantees based on trust and loyalty.” The National Center for Family Philanthropy has an excellent worksheet to help you define your personal values. (Find the link in the “Additional Resources” section.)

#### WHAT AREAS OF WORK ARE YOU INTERESTED IN SUPPORTING?

Which area(s) are you interested in supporting? It’s advisable to start your strategy with very few (one or two) areas of focus.

For example:

- ▶ Education
- ▶ Environment
- ▶ Religion
- ▶ Arts, Culture & Humanities
- ▶ Healthcare
- ▶ Human Services
- ▶ Etc.

Once you select the overall area, it will be beneficial to narrow your focus within that category.

- ▶ Is there a specific geographic area or population you hope to support?
- ▶ Is there a sub-topic within that area on which you will focus?

Once you have narrowed down your area of focus and defined your motivations and values, you can find organizations which align with these factors.

#### ROOM FOR FLEXIBILITY

For most donors, it is important to leave some room for flexibility in the philanthropic plan. There are always unexpected opportunities that arise to which you may feel called to support – whether it’s a fundraiser at your child’s school or emergency relief in response to a natural disaster. Some donors find it helpful to set aside a certain amount of their charitably dollars specifically to respond to these types of opportunities.

### Ways the Foundation Can Assist You

The Foundation’s work takes us into the community regularly to learn about new programs and opportunities. Our staff can be a resource for you. We can provide information about programs and organizations in many different fields of work, especially Catholic ministries and programs.

We also help connect like-minded donors with each other so they can share information and combine their efforts to increase their impact.

The Foundation is here as a resource as you formulate your plan. We can be a sounding board for ideas and facilitate discussions among various stakeholders including family members and advisors.

#### Additional Resources

The National Center for Family Philanthropy, Philanthropic Purpose Primer  
<https://www.ncfp.org/group/philanthropic-purpose/?family-giving-lifecycle>

- ▶ Worksheet 1: Motivations
- ▶ Worksheet 2: Personal Values



# Section 02



## Objectives & Giving Vehicles

Use this section to determine your objectives for your giving and assess which giving vehicles suit your needs. You can use this information to see if the vehicles you are already using still suit your needs and how you might combine them with other options.

### Questions to Consider

#### WHAT DO YOU HOPE TO RECEIVE IN RETURN FOR YOUR GIFTS?

- ▶ Tax benefits
- ▶ Name recognition
- ▶ Life income
- ▶ Involvement of younger generations in your giving
- ▶ Involvement with the nonprofit's work and mission
- ▶ Other

#### WHAT KINDS OF RESULTS/IMPACT DO YOU WANT TO SEE FROM YOUR GIFTS IN THE SHORT TERM AND LONG TERM?

Decide your personal level of commitment to measuring:

- ▶ **Effectiveness:** The outcomes that were enabled by the giving
- ▶ **Efficiency:** The cost of getting to the solution

#### HOW INVOLVED DO YOU WANT TO BE WITH THE RECIPIENT ORGANIZATION?

- ▶ Quiet Giving
  - ▶ No real involvement beyond standard recognition and updates from the charity
- ▶ Planning and Engagement
  - ▶ Involvement with the charity in planning how funds will be used
- ▶ Governance and/or Board Participation
- ▶ Expectation of inclusion in the governance structure of the charity

#### HOW MUCH DO YOU WANT TO GIVE?

Is there a total amount you want to contribute overall? Is there an annual amount you want to give away? Is there a goal you want to build up to? Have you had a liquidity event and want to give a certain amount this year for tax reasons? For some giving vehicles, it may make sense to give a lump sum and then distribute it over a number of years.

#### WHAT KIND OF GIVING VEHICLE WILL DELIVER YOUR DESIRED OUTCOMES?

See the **appendix** of this primer for a comparison of four popular vehicles: Private Foundations, Donor Advised Funds, Life Income Vehicle, Family Endowment.

#### WHAT OTHER WAYS DO YOU WANT TO GIVE BACK?

Outside of monetary donations, we each have gifts – time, talent, ties, and testimony – which can be shared.

##### Impact Investing

Consider if you'd like to incorporate impact investing into your overall philanthropic strategy. Some donors look at their portfolio as an extension of their values. Talk to your financial advisors to see what options are available to you.

##### Volunteering and Testimony

▶ Sometimes your skillset may be more valuable than your checkbook. If you have specialized knowledge (legal, graphic design, financial, etc.), consider offering your services for free.

▶ If you want to involve younger generations in your philanthropy, volunteering can be an excellent way to start. Make a plan to give your time to a cause you all care about (or better yet, let the younger generation pick a cause that interests them). Make volunteering a tradition so that the younger generation gets in the habit of giving back. Research shows that younger philanthropists value being "hands-on."

▶ Testimony can be a powerful tool. Tell people in your circle about the impact that an organization is having on our community and inspire them to get involved. Share your experience of your personal philanthropic journey so that others can learn from and with you.

### Ways the Foundation Can Assist You

We have ideas for aligning your gift with your objectives. Our experienced staff can help you discern what objectives are most important for you and how to achieve them. We can help you utilize existing vehicles or create a custom fund to meet your needs.

While a private foundation might suit the needs of some donors, often a Donor Advised Fund (DAF) is a simpler and less expensive way to get your philanthropy up and running. A DAF partner like the Foundation not only makes granting simple, but can be a true partner in thinking through complex issues and planning for eventualities.

### Additional Resources

The Philanthropic Institute, *Invest for Better: Amplifying your Philanthropy through Impact Investing* [tpi.org/resource/amplifying-your-philanthropy-through-impact-investing/](https://tpi.org/resource/amplifying-your-philanthropy-through-impact-investing/)

Impact investing: Getting started [bridgespan.org/our-services/impact-investing-getting-started](https://bridgespan.org/our-services/impact-investing-getting-started)

DAF vs. Private Foundation Comparison [catholiccf.org/2023/03/01/donor-advised-funds-vs-private-foundations/](https://catholiccf.org/2023/03/01/donor-advised-funds-vs-private-foundations/)

CCF Family Endowments [catholiccf.org/family-endowments](https://catholiccf.org/family-endowments)

Life Income Vehicles PG Calc <https://tinyurl.com/4be3mpvt>



# Section 03



## Governance & Family Involvement

Use this section to determine how decisions about your philanthropy will be made and who will be part of those decisions. While the number of people making decisions today may be small (perhaps just you or you and a spouse), it is never too soon to think about how you would like to see others integrated into your philanthropy. It's also a good idea to have a plan in place so that it's clear what should happen if you are incapacitated.

### Questions to Consider

#### WHO MAKES DECISIONS ABOUT YOUR PHILANTHROPY NOW?

- ▶ Just you?
- ▶ Your spouse?
- ▶ Sibling(s)?
- ▶ Friend(s)?
- ▶ An advisor/expert?

- ▶ Consultant/Advisor
  - ▶ Someone to discuss ideas with, but you have the final say
- ▶ Facilitator
  - ▶ Someone who takes direction from you and helps with technical aspects

#### HOW DO YOU ENVISION THE ROLE OF EACH PARTICIPANT?

You should define the roles of each of these people based on your situation. Below are some examples of how involved others may be in your philanthropy.

- ▶ Equal Partner/Grant Maker

#### DO YOU WANT YOUR CHILDREN/ GRANDCHILDREN TO BE INVOLVED IN YOUR PHILANTHROPY?

If one of your motivations for giving is legacy, consider getting the next generation(s) involved to continue the tradition of giving in your family. They don't have to weigh in on every decision but starting the discussion early and providing opportunities to practice being philanthropic will go a long way toward ensuring that a culture of philanthropy will persist after you're gone.

- ▶ At what age will you bring them into the conversation about your family's philanthropy?
- ▶ Consider setting aside a certain amount of your philanthropic dollars which the younger generation can direct to causes they care about or which everyone can vote on how to spend

An easy vehicle to get children and grandchildren started in philanthropy is a Donor Advised Fund (DAF). You may consider opening a DAF for them so they can get in the habit of being charitable. This vehicle gives them the flexibility to support the causes and organizations that they care about.

#### WHO WILL MAKE DECISIONS ABOUT YOUR PHILANTHROPY IN THE FUTURE?

Refer to the Legacy Planning section for more questions on this topic.

### Ways the Foundation Can Assist You

The Foundation has worked with families with a wide range of governance structures and family involvement. We have facilitated discussions between multiple generations about philanthropy and planning for the future. We are happy to provide you with ideas and be in conversation with you about these topics.

#### Additional Resources

The Philanthropic Initiative, *Giving Together: A Workbook for Family Philanthropy* [tpi.org/resource/giving-together-a-workbook-for-family-philanthropy/](https://tpi.org/resource/giving-together-a-workbook-for-family-philanthropy/)

The Philanthropic Initiative, *Family Philanthropy: Finding Common Ground Amid Abundant Differences* [tpi.org/family-philanthropy-finding-common-ground-amid-abundant-differences/](https://tpi.org/family-philanthropy-finding-common-ground-amid-abundant-differences/)

National Center for Family Philanthropy, *Family Culture: Creating a Resilient Family Tree* <https://www.ncfp.org/knowledge/family-culture-creating-a-resilient-family-tree/>



# Section 04



## Learning & Improvement

Your plan is meant to be iterative – it’s important to take the time to see what is working and what isn’t. As your needs and abilities change and you learn from your grantmaking experiences, your plan will need updating.

### Questions to Consider

#### HOW WILL YOU EVALUATE THE IMPACT OF YOUR GIVING?

- ▶ Existing reports from the organizations
- ▶ Site visits to the organizations
- ▶ Provide self-assessment tools to the organizations to evaluate themselves
- ▶ Pay for outside evaluator
- ▶ Other

- ▶ Are we best utilizing all our resources (time, talent, ties, testimony, and treasure)? Are there other opportunities to make a difference? Has anything changed in our life/lives which impacts our ability to be involved, either positively or negatively?
- ▶ Are the giving vehicles we’re using working for us? Are they hindering our progress toward our goals in any way?
- ▶ Is there any part of the process that hasn’t been working? What can we learn from this experience?

#### HOW DO YOU MEASURE SUCCESS?

- ▶ Are we making the difference we want to make?
- ▶ Are we staying aligned to our motivations and values? Do we need to update them now that we have more experience as grant makers?

- ▶ Are we growing as philanthropists?
- ▶ Are we best utilizing all our resources (time, talent, ties, testimony, and treasure)? Are there other opportunities to make a difference?

#### HOW OFTEN WILL YOU REVIEW/ASSESS YOUR PLAN?

It is important to set a concrete date for reassessing your plan. If you leave this open ended, most likely you will not come back to it.

- ▶ Annually?
- ▶ Every 2-3 years?

#### WHAT IS YOUR PLAN FOR FUNDING YOUR PHILANTHROPY GOING FORWARD?

Do you have a plan to increase the amount you are giving? Keep it consistent? Change how much you’re contributing to various areas/partners?

This philanthropic plan is not meant to be completed once and then locked in a drawer (or hidden in a folder on your desktop). You will continue to learn new things about yourself as a philanthropist and causes you care about as you give your money and time to them. Tools and methods that once served you years ago may not work for you today. This is why we highly encourage you to review this plan and think about these questions regularly.



### Ways the Foundation Can Assist You

The questions of tracking results and determining the impact of your giving are complex issues. We recommend starting out simple and trusting your vetted partner organizations. As grant makers ourselves, we have experience in evaluating grantees and results. For donors who want to go deeper in their impact analysis, the Foundation can be an excellent resource.

The Foundation can help you think about how you want to measure the effects of your philanthropy. There is no one right answer, and we are happy to be in the conversation about what you value and want to measure. Another great resource the Foundation can provide is connecting you with other donors who already have or are currently asking these same questions.

### Additional Resources

The Philanthropic Initiative, *Making a Difference: Evaluating Your Philanthropy Primer* [tpi.org/resource/making-a-difference-evaluating-your-philanthropy/](http://tpi.org/resource/making-a-difference-evaluating-your-philanthropy/)

Rethinking What Constitutes Impact [cep.org/rethinking-what-constitutes-impact](http://cep.org/rethinking-what-constitutes-impact)

*Give Smart* by Thomas Tierney and Joel Fleishman [bridgespan.org/insights/give-smart-about-the-book](http://bridgespan.org/insights/give-smart-about-the-book)



# Section 05



## Legacy Planning

Use this section to begin the discussion of what you want to leave as your charitable legacy. While it can be a difficult topic to discuss, a thoughtfully planned legacy is a powerful one. Discussing these eventualities with your loved ones will make the transition easier. Your wishes for your legacy can only be fulfilled if they are documented and if your loved ones know about them. Refer back to your motivations and values as you consider what your charitable legacy will entail.

### Questions to Consider

#### HOW DO YOU WANT YOUR FAMILY AND THE COMMUNITY TO REMEMBER YOU?

Write down any words, phrases, or stories/ memories that you hope people will associate with you after you've passed. What kinds of values do you want to communicate through your legacy?

#### WHAT WOULD YOU LIKE YOUR LEGACY GIFT TO ACCOMPLISH?

Similar to questions you've considered above for your philanthropy today, consider what you'd like to achieve with your legacy giving:

- ▶ Tax benefits for your estate
- ▶ Name recognition for you/your family
- ▶ Permanent support of an institution or program after your lifetime
- ▶ Family involvement in philanthropy after your lifetime
- ▶ Endowing an annual gift

#### WHAT AND HOW MUCH DO YOU WANT TO LEAVE TO CHARITY?

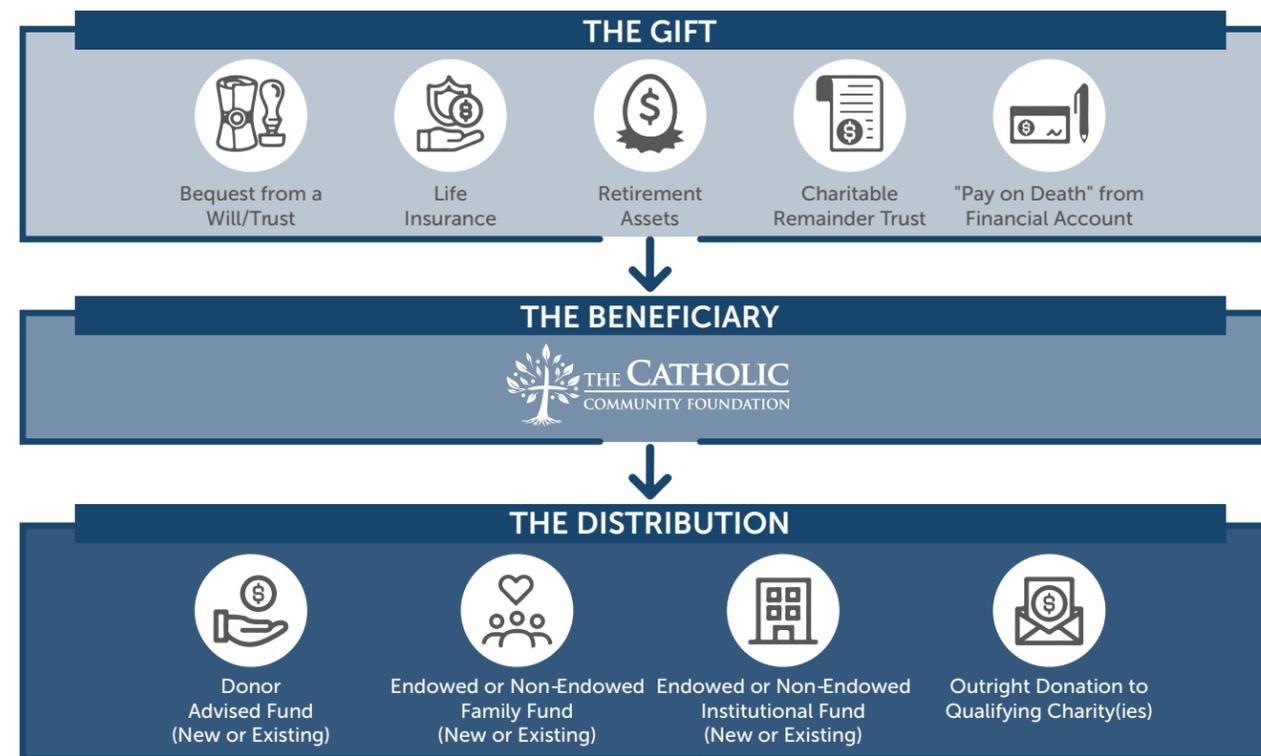
In addition to the vehicle you're currently using for your philanthropy, there may be other opportunities for your legacy giving:

- ▶ Bequest from your will/trust (percentage, dollar amount or specific asset)
- ▶ Retirement Assets (remainder of a 401(k) or IRA)
- ▶ Insurance Policy (proceeds of a life insurance policy)
- ▶ Financial Accounts ("payable on death" beneficiary of a cash account or "transfer on death" from a brokerage account)

#### WHO WILL STEWARD YOUR LEGACY GIFTS?

How and when will you prepare and involve future stewards (if you plan to involve any), ensuring the continuity you desire?

The Foundation's Family Charitable Legacy Plan is a simple way to organize your charitable intentions after your lifetime. It is a set of instructions which the Foundation will follow when we receive your donation via your estate plan. You can donate any number of different assets and create a simple or complex plan for distributing your gift.



### Ways the Foundation Can Assist You

We are well versed in legacy planning strategies and tools. As with the other topics in this primer, we are happy to facilitate conversations about legacy gifts. It is especially valuable to include the second (and even third) generation in these conversations. The Foundation's Family Charitable Legacy Plan is an excellent tool which can simplify your legacy planning. See "Additional Resources" for more information.

### Additional Resources

Family Charitable Legacy Plan  
<https://catholiccf.org/family-legacy-plan/>

Journey of Creating a Legacy Gift  
<https://catholiccf.org/the-journey-of-creating-a-legacy-gift/>

National Center for Family Philanthropy, Succession and Legacy Primer  
<https://www.ncfp.org/group/succession-legacy/?family-giving-lifecycle>



# Section 06



## Philanthropy Plan Example

Below you'll see a sample of how a completed philanthropy plan can look.

### MOTIVATIONS & VALUE STATEMENT

Main Motivations for Giving:

*Our faith and leaving a legacy for future generations*

Value Statement:

*We value honesty, transparency and trust in our relationships with the organizations we work with*

### AREAS OF INTEREST

Areas of Interest (narrowed by geography, population, etc.):

*Education for underserved populations in our county*  
*Food insecurity in our county*

### OBJECTIVES

Benefits for the Donor:

*Tax advantaged gifts, getting the younger generation involved, long-term name recognition*

Ideal Level of Involvement with Grant Recipients:

*Want updates about programs and progress, but no deeper engagement*

### INITIAL GRANT RECIPIENT(S)

Initial Grant Recipient(s):

*Local Catholic grammar school serving a low-income population*  
*Food bank serving our county*  
*Our parish's St. Vincent de Paul Program*

### GIVING VEHICLES AND DONATION AMOUNTS

Giving Vehicle(s) Selected:

*Donor Advised Fund (DAF)*  
*Named family endowment with CCF: The Granados Family Endowment*

Donation Amount(s):

*\$27K into the DAF for discretionary/reactive gifts and to give to our parish's St. Vincent de Paul Program for approx. 4 years*  
*\$75K initial deposit into the family endowment from our IRA*  
Amount Set Aside for Discretionary/Reactive Support: *\$7,000/year*

### GOVERNANCE

Individuals Involved and Their Roles:

*Joe and Margaret – donors and primary advisors for all grants. Jane, Kim and Brad – no advisory role yet, reconsider how to get them involved when we do our first review*

### LEARNING AND IMPROVEMENT

Plan for Reviewing our Progress:

*Review the plan every two years – consider getting the kids involved in the next review*

### LEGACY PLANNING

Legacy Giving Vehicle(s) and Recipients(s) Selected:

*Bequest of 3% of the estate to be split evenly between the existing DAF (which will be passed down to the kids) and family endowment*

# Section 06



## Creating your Philanthropy Plan

Use this section to put together your philanthropy plan - your roadmap for how you'll make an impact with your giving. This plan may start off very simply, but as your grantmaking grows so will your plan. This is an iterative process – what you put together today may change in the future and that's a good thing!

### MOTIVATIONS & VALUE STATEMENT

Main Motivations for Giving:

---

---

---

Value Statement:

---

---

---

### AREAS OF INTEREST

Areas of Interest (narrowed by geography, population, etc.):

---

---

---

### OBJECTIVES

Benefits for the Donor:

---

---

---



Print pages 18 & 19 to start your philanthropy plan.



Ideal Level of Involvement with Grant Recipients:

---

---

---

### INITIAL GRANT RECIPIENT(S)

Initial Grant Recipient(s):

---

---

---

### GIVING VEHICLES AND DONATION AMOUNTS

Giving Vehicle(s) Selected:

---

---

---

Donation Amount(s):

---

---

---

Amount Set Aside for Discretionary/Reactive Support:

### GOVERNANCE

Individuals Involved and Their Roles:

---

---

---

### LEARNING AND IMPROVEMENT

Plan for Reviewing our Progress:

---

---

---

### LEGACY PLANNING

Legacy Giving Vehicle(s) and Recipients(s) Selected:

---

---

---



# Notes for Professional Advisors

How Estate Planning Attorneys, CPAs, Wealth Managers & other advisory professionals can use this tool with clients

You, the trusted advisor, can play a key role in encouraging dialogue, analysis, and reflection regarding your clients' philanthropy. As you likely already know, many of your clients desire to be more philanthropic but lack the context and clarity needed to do so confidently. Developing a philanthropic plan with your input can give your clients the answers they seek.

The Catholic Community Foundation has put together this overview as a resource for your clients as they consider their philanthropic goals and begin to put those goals into a documented plan.

## When to use this Primer

This document can be given to clients as part of a conversation or in the process of developing a plan for their philanthropy. It may be appropriate to offer this resource to a client who wants to:

- ▶ include a charitable intention in their estate plan but don't know where to start
- ▶ explore innovative ideas for combining multiple types of giving vehicles and/or beneficiaries
- ▶ open a Donor Advised Fund but doesn't know where they want to direct their grants

## Partnering with CCF

There is value in partnering with colleagues to serve your clients well. The Catholic Community Foundation's goal is to not only be a resource to your clients, but also to you. We have offerings and expertise built around family philanthropy, including Donor Advised Funds, Family Endowments, and broad charitable planning. We have experience with complex gifts (real estate, cryptocurrency, & more) so that your clients can make all their charitable gifts – simple or complex – through us.

We hope that your clients find this information valuable and that you will reach out to us with any ideas or questions on the topic of philanthropy.



**catholiccf.org**  
**408.995.5219**  
**catholiccf.org/professional-advisors**

# Appendix

## Giving Vehicle Comparison Chart

PRIVATE FOUNDATION	DONOR ADVISED FUND	LIFE INCOME VEHICLE (e.g. Charitable Remainder Trust)	FAMILY ENDOWMENT
<b>Good for:</b>	<b>Good for:</b>	<b>Good for:</b>	<b>Good for:</b>
<ul style="list-style-type: none"> <li>▶ Name recognition (can't make anonymous grants)</li> <li>▶ Perpetuity</li> <li>▶ Tax benefits</li> <li>▶ Potential for deep involvement in impact and planning/engagement</li> </ul>	<ul style="list-style-type: none"> <li>▶ Name recognition (with the ability to also make anonymous grants)</li> <li>▶ Flexibility</li> <li>▶ Tax benefits</li> <li>▶ Potential for some involvement with recipients but can also be hands-off</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tax benefits</li> <li>▶ Life income</li> <li>▶ Quiet giving</li> </ul>	<ul style="list-style-type: none"> <li>▶ Name recognition</li> <li>▶ Perpetuity</li> <li>▶ Tax benefits</li> <li>▶ Potential for some involvement with recipients but can also be hands-off</li> </ul>
<b>COMBINATION</b> You aren't limited to just one vehicle – and there are other options not listed here! Consult with the Foundation and your trusted advisors to explore all your options. Be sure to keep your motivations, values and objectives in mind as you select a vehicle.			

## More Resources

Rockefeller Philanthropy Advisors, *Your Philanthropy Roadmap*  
<https://www.rockpa.org/guide/your-philanthropy-roadmap/>

*Money Well Spent: A Strategic Plan for Smart Philanthropy* by Paul Brest and Hal Harvey



777 N. First Street, Suite 490  
San Jose, CA 95112-6339  
Phone (408) 995-5219  
Fax (408) 995-5865  
info@catholiccf.org  
www.catholiccf.org

 @TheCatholicCommunityFoundation  
 The Catholic Community Foundation