The philanthropy toolkit – the secret to enjoying your giving

By Perpetual Private Insights

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Like chess, or golf, or computer games, philanthropy can seem daunting at first but like all slow-burning passions, it's the layers and the depth of philanthropic giving that make it so rewarding and enjoyable.

In the video above, Perpetual philanthropy client Natalie talks through some of those layers;

- Choosing to support organisations and projects that align with your values. As Natalie says, there are so many good things you can do – but you can't do all of them
- Leaving a legacy – getting actively involved in the development of a philanthropic structure and having confidence it will live on and benefit future generations
- The right level of engagement – Natalie talks about working with her Perpetual advisers ('a philanthropy coach') to execute her philanthropy effectively.

According to Jane Magor, National Manager, Philanthropy and Non Profit Services at Perpetual Private, these layers are ones that many individuals and families new to philanthropy get to work through.

Strategic clarity, strategic philanthropy

"In the beginning, decisions about who to support and the right levels of involvement can be a little complex," says Jane. "Natalie was clear in what she wanted to achieve with her philanthropy, now and into the future. She worked with her advisers at Perpetual to ensure that the structures she established were appropriate for her personal and financial circumstances as well as meeting her philanthropy goals."

Helping new philanthropists achieve strategic clarity about their philanthropy is one of the goals of the Stanford/Perpetual Philanthropy Toolkit. It was developed by Perpetual in partnership with Stanford University's Center on Philanthropy and Civil Society. It's designed to take both budding and experienced philanthropists through their whole giving journey:

- Uncovering your values so you can choose the right communities, causes or organisation to support
- Structuring your philanthropy so it's highly tax-effective and delivers maximum impact
- Leaving a legacy – for Natalie that's all about ensuring her giving extends in perpetuity. For others, it's ensuring their family is involved in philanthropy and build on it in their own lives
- Tracking your philanthropy to make it more measurable and more effective.*

"We worked with Stanford to make the toolkit a practical and intuitive guide to philanthropy," says Jane. "It's designed to make all the decisions easier, but also to ensure your giving is aligned with your goals and plans. It's all about enabling a very personal giving experience."

The other key benefit of the toolkit is that it's been structured for use by financial advisers. They can work with individuals and families using the Stanford/Perpetual Philanthropy Toolkit as a roadmap. "For some philanthropists, working through the toolkit themselves is sufficient," says Jane Magor. "But others benefit from the expert support they get from an adviser. Someone who can help them integrate philanthropy into an overall financial plan, or just to help them work through the toolkit."

Working through the toolkit with the help of an adviser could be particularly powerful at tax time. Conversations with advisers often involve tax-mitigation strategies, including tax-deductible giving. The toolkit can help individuals and families approach their annual giving in a more strategic way.

Giving with Heart and Mind

As Caitriona Fay, Managing Partner, Community and Social Investment at Perpetual Private says in the video, "One of the driving forces for why people come to philanthropy is obviously, the heart, passion."

With the toolkit and professional advice underpinning your giving – easing the admin burden and reducing concerns you might have about making the right choices – philanthropy becomes more satisfying and interesting. Most importantly, it helps you become a more powerful force for good in the communities you care about.

Next steps

If you'd like to enjoy philanthropy that's involving and effective:

- Click on some of the links in the article above for more information on how the toolkit makes giving easier
- Download a copy of the toolkit (if you haven't already).
- Talk to your adviser about using the toolkit together to improve your philanthropy.
- If you don't have an adviser but want expert advice on giving, fill in the form below and one of our toolkit-trained philanthropy advisers will call to discuss how you can give more effectively.

Want your copy?

Click on the button below for your free copy of the Perpetual/Stanford Philanthropy Toolkit.

Get the Toolkit

*The toolkit is designed in sections but you don't need to work through it sequentially. You can focus on areas that suit your interests and situation)

Want guidance on making your philanthropy more effective and rewarding?

Get in touch with our philanthropy specialists via 1800 631 381, philanthropy@perpetual.com.au or by submitting the form below.

Contact us

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