Gifts That Give Back –
Developing a Planned Giving Program

7:30am – 8:30am

Speakers: Kimberly P. Griffith, CPA, Alpern Rosenthal
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Frederick H. Leasure, CFRE, Alpern Rosenthal

Sponsor: Alpern Rosenthal
Gifts That Give Back – Developing a Planned Giving Program

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Introduction

- Speakers
- Overview of topic
Yes You Can Do Planned Giving!

Frederick H. Leasure, Charitable Giving Consultant
Defining Planned Giving

- “a program of giving that requires the assistance of a professional to complete the gift”
Characteristics of Planned Gifts

- Gifts from assets rather than income
- Gifts larger in size than annual gifts
- Gifts that are developed over a long time
- Gifts built on personal relationships
Why Do Planned Giving?

- 24.4 Billion in estate gifts given in 2011
- 12.2% increase from 2010
- Provides for long-term support
- Increases donor loyalty
Starting the Process

- Review gifts you have received
  - Stock transfers
  - Bequests
  - Property transfers

- Enlist support from staff and board
  - Clarify opportunities
  - Make expectations clear
Put a Structure In Place

- Create a gift acceptance policy
- Determine how gifts will be used
- Establish a donor recognition program
  - Legacy Society
  - Educational opportunities
Identify Prospects

- Long-term loyalty
- Persons with assets not necessarily income
- Cultivate relationships
- Understand your role as matchmaker
- **BE PATIENT!**
Become Knowledgeable

- Take a survey course
- Use colleagues
- Join professional organizations
  - PPP
  - PPGC
  - AFP

YOU DON’T NEED TO KNOW EVERYTHING!
Why Heinz is Important

- Donor holds 150 shares of Heinz Stock

- This fall the donor will receive a check for $72.50 per share and be taxed on the gain

- If basis was $12.75 per share, tax would be $1,344

- Transfer to charity – no tax & $10,875 deduction
Summary

- Accounting impact of charitable giving
- Current accounting and auditing trends