



PGC

February 2020

Eye on Philanthropy at Planned Giving Council of Palm Beach County

Message from the President.

Can you believe it is already 2020? The Planned Giving Council of Palm Beach County's season is flying by! Our breakfast meetings have been well attended because of the incredible speakers that have presented to us. Our Holiday Party at Peggy Adams Animal Rescue League was a fun evening to catch up with fellow members and guests as we toured the facilities. Thank you to Rich Anderson, Kim Hanson and the other Peggy Adams staff for opening your home to us. Also a big thanks to Tito's Vodka for sponsoring our "Kitty Cocktail" beverage and raffle prizes!



On March 10th we will have our Annual Meeting to elect the PGC board for 2020-2021. I would ask that those interested in serving on the board or volunteering to be on a committee sign up on the form at the February meeting, or contact Sherry Schattie or me to let us know your interest.

Robin King, President of Planned Giving Council of Palm Beach County

PHOTO GALLERY November Meeting:



Speaker: Ken Kennerly,
The Honda Classic
Topic: "Ethics Issues for Exempt Organizations and Planned Giving"



Save the Dates! 2020 Meeting Calendar

All meetings take place at The Embassy Suites Hotel,
1601 Belvedere Road, WPB - Breakfast & Meeting 7:45 - 9:30 am

February 11, 2020

Speaker: **Avery Tucker Fontaine**,
Head of Strategic Philanthropy,
BNY Mellon, New York City, NY

Topic: "From Philanthropy to Social Investment:
A New Way of Giving"

March 10, 2020

-Annual Meeting-

Speaker: **Peter A. Sachs**,
Shareholder, Jones Foster, P.A., West Palm Beach, FL
Topic: "Understanding the Diminishing Capacity of
Donors and Clients within Philanthropy"

April 14, 2020

Speaker: **Row Iliescu**,
South Florida Development Director, Equality Florida
Topic: TBD

May 12, 2020

Speaker: **Peggy Calhoun**,
ACFRE, Senior Principal, Miller, Calhoun & Company
Topic: "Florida Legacy Giving: Where will the next 40 years
take us?"

VISIT US ON THE



PGC Website

www.PalmBeachPlannedGiving.org

Visit to view job postings, calendars, photo galleries and much more! Also, remember that we will post your job openings free of charge on our website."



PLANNED GIVING COUNCIL
OF PALM BEACH COUNTY
— BOARD —

Front Row: Dianne Bruce, Robin King, Carl Minardo, Julie Petillo

Second Row: Laurie Carney, Dimitri Chimerakis

Back Row: Bill Smith, Lisa Huertas, Brian Wodar

Not Pictured: Kim Hanson, Vicki Pugh



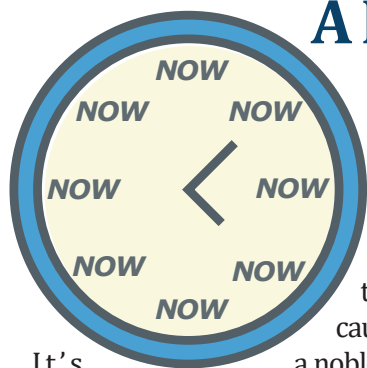
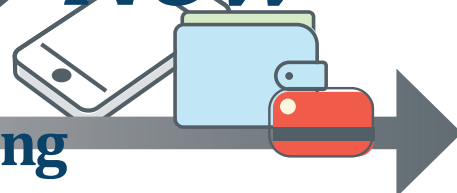
This Newsletter is Sponsored by: Peggy Adams Animal Rescue League



THE how



The Power of Now —



A More Fulfilling Approach to Planned Giving

The purpose of creating a Planned Giving strategy at any level of wealth is to formalize, in a tax-efficient manner, your desire to give back to the entities and causes that are close to your heart.

It's a noble process that has positive impact; but it can feel unfulfilling in quiet months between gifts, depending on how the giving strategy has been structured. Many folks who have enacted Planned Giving efforts want to do more, to have a constant positive impact "in the now." Here's a rewarding way to do that.

You can put your assets to work every day for the good of the planet by aligning your investments with your values, beliefs, and causes in the rapidly growing movement known as Sustainable or ESG Investing. Originally known as Socially Responsible investing, the Sustainable-ESG wave is nothing new, but today's version is exceedingly more sophisticated and easy to execute. As a result, it's evolving quickly and well on the way to going mainstream, as the most prominent investment companies in the world—Blackrock and Goldman Sachs most notably—are now publicly commenting and encouraging "responsible investing" designed for impact in the era of climate change.

ESG is an acronym for Environmental-Social-Governance factors, the criteria by which public companies are now judged for being good corporate citizens and stewards for the environment, humanity, and shareholders. There is a distinct set of criteria for each of the E-S-G categories, set by the primary two rating sources, Sustainalytics and MSCI. Fund companies that specialize in the ESG space also apply their own proprietary systems and due diligence processes for vetting the

worthiness of corporations for each fund's mission or theme.

Hundreds of passive and active ESG mutual funds and ETFs now track everything from Indices filtered for ESG Leaders down to specific causes and themes such as Renewable Energy, Water Quality & Conservation, and Gender Equality. ESG fixed income instruments ("green bonds") are also available. As a result, entire "responsible" portfolios can be built on traditional stock/bond allocation models and fine-tuned to the beliefs of the individual investor(s).

Sustainable-ESG assets can be managed within a Donor Advised Fund or gifted to a charitable trust. All the while, your money is working positively—in the now—to support public companies that are good corporate citizens. It's a happier, more fulfilling endeavor for those wanting to align their abundance for good.

Lastly, the best news is burgeoning evidence that no difference exists between the performance of Sustainable-ESG vs. traditional investing. Among others, the International Monetary Fund's Global Financial Stability report (Oct 2019) found that the performance of Sustainable-ESG funds is comparable to traditional funds. "We don't find conclusive evidence that sustainable investors underperform or outperform regular investors for similar types of investments," wrote the IMF. Some experts argue, in fact, that enterprises with high ESG ratings have something of a moat around the stock value that may become more evident during downturns.

Keep in mind: the due diligence quality of ESG funds can vary, and it's advisable to hire an expert specialist in the space to help you get aligned accurately with your goals.



About the Author:

Josh Weller is an investment and financial advisor specializing in Sustainable-ESG Investing with Cary Stamp & Co, 110 Bridge Road, Tequesta, FL, 33469. Phone Josh at 561-229-0245 or email josh@carystamp.com.

Advisory services offered through Commonwealth Financial Network®, a Registered Investment Adviser.

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PGC

why

Welcome to the world of planned giving! Don't be afraid; it is very simple to incorporate planned gifts into your fund raising plan.

Your first step is to announce that you have a Legacy Society. Even if you do not have one, include information about it in your annual report, website, e-newsletters, print newsletters, etc. There are no legal hoops through which you need to jump in order to do this. Simply let your constituents know that your nonprofit is ready, willing, and able to accept legacy gifts.

Planned giving is a marathon, not a sprint. With this in mind, you will need to keep talking about legacy gifts and your Legacy Society at every chance you get. Like a garden, planned giving needs constant attention in order for it to thrive. It will not be top of mind for your constituents, so plan to remind them of the types of gifts that they could make from their assets instead of their income.

The most frequent type of planned gift is a bequest. You might talk about how easy it is to add a codicil to their will that would include your nonprofit as a beneficiary. When communicating with your constituents, avoid the words planned giving and bequest. Instead choose legacy, impact, and estate planning. You might give them sample codicil language. Make sure that you put in the proviso that this is not legal advice, and that they should always check with their professional advisors.

The next easiest gift is the IRA QCD from their RMD. Translation would be a Qualified Charitable Distribution from the Required Minimum Distribution from their IRA if they are 70 ½ or older. If they use their IRA for this gift, it means that they would not pay income tax or capital gains tax on the money gifts to your nonprofit. Explain to them that it makes no sense to take the RMD and then gift cash to a nonprofit. Have them save on taxes by gifting directly from the IRA to your nonprofit. Explain that they cannot take a tax deduction for this because they are not paying tax on it. Our government frowns on that.

The last gift I will talk about here is the CGA – Charitable Gift Annuity. If your nonprofit is not able to have a CGA program in house, I recommend that you examine the National Gift Annuity Foundation. They will accept gifts of \$20,000 or more from donors who are 55 and older. The annuity payouts are standardized by the ACGA, American Council on Gift Annuities. Your constituent will receive income for life and your nonprofit will receive the remainder as a donation once they have passed.

As you can see, establishing a planned giving program for your nonprofit is easy. Simply keep working the messaging to your constituents and watch your planned gifts grow.

Come to the Planned Giving Council of Palm Beach County meetings for more great ideas!



by Lisa L. Huertas, MBA, CFRE
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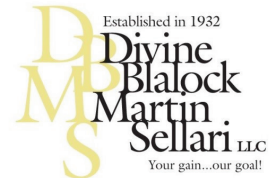
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Membership Minute

We are offering a prorated membership of \$150 for the remainder of our 2019-2020 season that ends May 31, 2020. If you or someone you know would be interested in joining at this reduced rate, you can go online and join at PalmBeachPlannedGiving.org. You can also contact Membership Chair, Dimitri Chimerakis, at Dimitri.Chimerakis@MorganStanley.com, or Sherry Schattie at Admin@PalmBeachPlannedGiving.org. Now's the time to get involved!

December Holiday Party at



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