



PGC

Eye on Philanthropy at Planned Giving Council of Palm Beach County

From the President.

Welcome to the 2017-2108 Council's sensational season of dynamic speakers and timely topics. Kudos to Laurie Carney, Dianne Bruce and the entire PGC Board for their hard work during the summer. A special thank you to our loyal sponsors for their support of our important mission, "to further the education of our members, the professional community and the general public in the field of charitable giving."

With the publication of this inaugural issue of our quarterly newsletter, the Council opens up a new platform for its members to share valuable philanthropic insight and resources that are available in our community. I invite you to participate in future issues with your news for the greater good of all. As a Council member, you have a unique opportunity to share your knowledge that can "open the window" for your clients and donors to experience the joy of giving wisely to the causes they passionately wish to support with current and legacy gifts of their time, talent and treasure.

Carpe Diem,

Margaret May Damen, CFP®, CLU®, ChFC®, CAP®
Kravis Center Planned Giving and Endowment Officer



This Newsletter is Sponsored by: Peggy Adams Animal Rescue League



Peggy Adams
ANIMAL RESCUE LEAGUE



Members & Guest attending the 2016 and 2017 meetings. - Photos by Susan Kaplan

SCHEDULED EVENTS

September 12, 2017

- Opening Meeting -

Speaker: **Claudia Sangster**, *Senior Vice President and Director, Family Education and Governance, Northern Trust Wealth Management, Los Angeles, CA*

Topic: "Trends in Philanthropy"

October 10, 2017

Speaker: **Scott Farnsworth**, *President, SunBridge, Inc.*

Topic: "Graceful Giving: Changing the Philanthropic Conversation with Our Clients & Donors"

November 14, 2017

Speaker: **Brian Wodar**, *Senior Vice President and Financial Advisor, Bernstein Private Wealth Management*

Topic: "Philanthropic Planning in Light of Tax Uncertainties"

January 9, 2018

Speaker: **Robin King, Esq.**,
Shutts and Bowen LLP

Topic: "Charitable Giving: Reaching the LGBT Community"

February 13, 2018

Speaker: **Andrew M. Grumet, Esq.**, *Partner, Drinker, Biddle & Reath, LLP, New York, NY*

Topic: "Millennial and Giving: How Organizations are Cultivating the "NextGen" to be Future Leaders"

March 13, 2018

(Annual Meeting)

Speaker: **Sheila Kinman, CAP®**, *Vice President for Development, Community Foundation for Palm Beach and Martin Counties*

Topic: "Community Foundations As A Partner To Nonprofits & Professional Advisors"

April 10, 2018

Speaker: **Hank Zachry**, *President, Caswell Zachry Grizzard (CZG), Dallas, TX*

Topic: "Inside the Mind of the Planned Gift Prospect: Results of an Unprecedented 14-year Study of Top Prospect Behaviors, Attitudes, and Perceptions"

May 8, 2018

Speaker: **Thomas Cratty**, *Marketing Consultant, Sinclair Broadcasting Group*

Topic: "Resetting Your Planned Giving Strategy, Leveraging the Latest Advertising and Marketing Tactics to Impact Long Term Thinking, for Long Term Results"

THE how



If You Can't Part With Your Favorite Stock

A couple told their local hospital that they were going to donate a large check, as they had done in years past. The development officer thanked them profusely, and then asked if they had any low-basis stock they would prefer to give instead. They had a large position in a stock that had appreciated to \$100,000 since they bought it six years earlier for \$15,000. The couple really liked the stock, and struggled with the idea of giving away anything that had performed so well, and which complemented the rest of their holdings. Fortunately, their financial advisor suggested an alternative that would give them the best of both worlds. The couple's portfolio included over \$100,000 in cash they had accumulated in anticipation of the gift. If they gave the cash to the hospital and retained the stock, they would fulfill their charitable

goal, receive a \$100,000 charitable income-tax deduction, and hold the stock with its \$15,000 tax basis. But if they gave the stock to the hospital, they could use the cash they'd accumulated to buy a new position in the same stock. They would still fulfill their charitable goal and receive a \$100,000 charitable income-tax deduction—and they would reset the cost basis of their position in the stock to \$100,000. That's what they ultimately decided to do. If at some point in the future they decide to sell the stock, they would avoid \$85,000 in embedded capital gains—and \$20,000 in capital-gains taxes*.

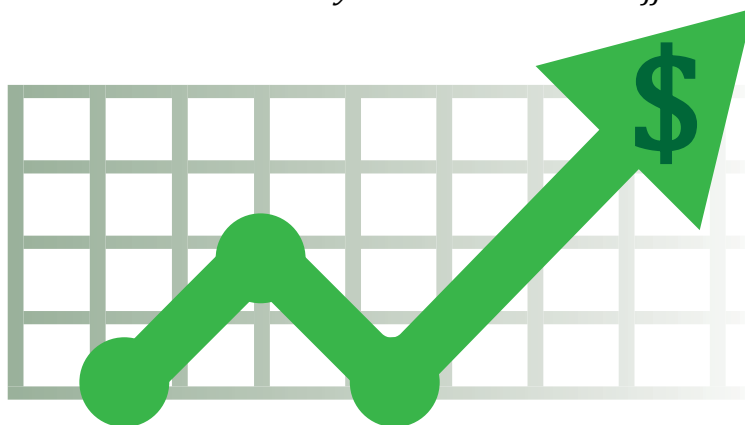
**Assumes the gain would otherwise be taxed at a blended long-term capital-gains rate of 23.8%, based on a federal rate of 20% with 3.8% Medicare surtax, and Florida residency. Bernstein does not offer*

tax, legal, or accounting advice. In considering this material, you should discuss your individual circumstances with professionals in those areas before making any decisions.

Article submitted by Planned Giving Council of Palm Beach County Board Member, Brian Wodar, Senior Vice President and Financial Advisor, AB Bernstein Private Wealth Management, 777 S. Flagler Drive, Suite 1601 W, West Palm Beach, FL 33401. brian.wodar@bernstein.com, 561-820-2190.



Brian Wodar



why

Planning for Your Pets' Future in Your Estate Plan

"When making estate plans, planning for your pets' future should not be overlooked," advises Rich Anderson, Executive Director/CEO of Peggy Adams Animal Rescue League. "Too often, we see pets arrive at our doors confused and scared because people they loved their entire life have become incapacitated or have passed away."

Last year, Peggy Adams launched its new Peace of Mind program to encourage people to include pets in their estate plans and to provide a safety net for pets when their owners do not have family or friends ready to care for an animal if something were to happen. According to Anderson, "Cats and dogs enrolled in the Peace of Mind program can be brought to Peggy Adams and placed into a foster home (a less stressful environment than a kennel) while they await new, loving forever homes. In

addition, Peace of Mind pets receive routine medical care for the rest of their lives from our veterinary staff."

The Peace of Mind program requires an entry-level bequest, beneficiary designation from an IRA, trust or life insurance policy, an outright gift or other financial vehicle of \$25,000 for up to three animals. Peggy Adams also hosts on its Planned Giving website (<http://plannedgiving.peggyadams.org/>) information on a number of other options, many free or low cost, for families to consider when planning for their pets' futures (<https://www.peggyadams.org/planning-for-your-pets-future>).

Peggy Adams Animal Rescue League is 92 years old this year. It is consistently rated a 4-star charity by Charity Navigator, is a top-rated nonprofit by Great Nonprofits, and is the first



*Rich Anderson, Executive Director/CEO,
Peggy Adams Animal Rescue League*

nonprofit in all of Florida to receive certification as a Service Enterprise by Points of Light. For information on Planning for Your Pets' Future, please contact Kim Hanson, Major/Planned Gifts Officer at 561-472-8576 or k.hanson@peggyadams.org.

Article submitted by Planned Giving Council of Palm Beach County Board Member, Kim Hanson, Major Gifts and Planned Giving Officer, Peggy Adams Animal Rescue League, 3100 -3200 North Military Trail, West Palm Beach, FL 33409. Peggy Adams Animal Rescue League is a 2017-18 Platinum Sponsor of the Council.

Will And Trust



Kim Hanson

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ANIMAL RESCUE LEAGUE

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COMMUNITY FOUNDATION
for Palm Beach and Marlin Counties

Your Philanthropy
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Better Together

Sponsor list as of August 20, 2017

SAVE THE DATE

December 5, 2017
at 5:30 PM

- HOLIDAY PARTY -
With: ECEPC, PBTI, PBCEPC

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Membership Minute

Be a hero! Take advantage of your free guest benefit and introduce a colleague to the educational and networking opportunities at one of our 2017-2018 breakfast meetings. They will thank you and so will the Council. For more information, contact Membership Vice President, Lisa Fentress, CFP® at lfentress@cedarbrookfinancial.com, 561-627-6992.