

A guide to giving WITH PURPOSE

For many people, philanthropy helps embody values and strengthen legacies. It starts with a plan and a strong sense of purpose.

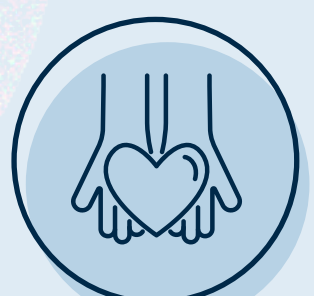


DEFINE YOUR PURPOSE

Philanthropy is deeply personal. Making a significant, positive impact for the causes you care about requires a strategic approach and a clear mission. Defining your core purpose – your why – builds a strong foundation that keeps your giving focused.

CHOOSE YOUR VEHICLE

A giving strategy calls for choosing the right vehicle for your goals. While direct donations are most common and often offer tax benefits, private foundations and donor advised funds have legacy-building potential and offer flexibility for impact.



GET HANDS-ON

Depending on the cause, donating time may be more worthwhile than money. You may consider running for local office, becoming a nonprofit board member, offering pro bono work, mentoring behind the scenes or donating the use of your property and real estate. Identify what puts your vision into action.

TEAM UP

When you coordinate your efforts with other like-minded philanthropists, you can combine resources and harness the power of community to achieve incredible outcomes.

Coordinating with other people and organizations can help you to push your ambitions to new heights.



To start building your philanthropic legacy, explore your options with your team of trusted professionals.

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