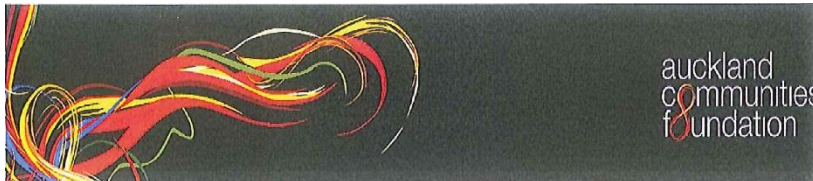


GENEROSITY COMING OF AGE

Observations on philanthropy as part of estate planning

**Geoff Clews, Barrister
Chairman
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1. Three Basic Messages

- The emerging ability to give
- Realising the need to give
- Solving the problem of “how to give”

Means generosity is coming of age.



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2. The Emerging Ability to Give

- More have more
- Boomers are the most successful generation materially
- Many can provide generously for family
- Many are looking to personal legacy



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3. Realising the need to give

- Government institutions (local and national) cannot solve every problem
- Every great city builds social capital outside tax and spend
- Compelling stories can overwhelm
- “Effective social investment” is more than throwing money at a problem



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4. Solving “How to Give?”

- Crowded landscape leads to charity “noise”
- Donor fatigue and disillusionment
- My money is “too small”
- How do I give effectively?



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5. The “Possum” Philanthropist

- Caught in the headlights
- Leads to expedient decisions both giving and not
- Can’t justify structure; don’t know how to test effectiveness
- Opportunity lost, results unclear; “feel good” transient



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6. My money is “too small”

- Wants to give
- Everyone says “every bit helps”, but how?
- The value conundrum
- It all gets too hard



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7. Giving effectively

- Community Foundation model is one answer
- Structure, discipline, protection, guidance
- The idea of permanent legacy - \$100 pa now and forever, better than \$1,000 now



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8. Strengths of the model

- Donor designs the brief
- Simply plug in to ready-made structure
- Retain personal branding if you want that
- Suite of “control” options
- Solid funds management
- Generosity leverage



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