

Date: October 31, 1995

Memo To: Board of Trustees and Trustee Nominees:

From: Russell G. Mawby, Chairman, Increasing Philanthropy Committee
Linda B. Patterson, Increasing Philanthropy Director
Joseph Breiteneicher, The Philanthropic Initiative

Re: Increasing Philanthropy Project Update

CMF has been invited to assist The Philanthropic Initiative, a Boston organization which educates donors about strategic philanthropy, with implementing a W.K. Kellogg Foundation grant to develop materials for professional advisors in working with their clients who are interested in philanthropy. This is a statewide effort that will deal with the overall topic of philanthropy, and is not intended to promote any particular type of giving vehicle or any particular nonprofit organization. All types of philanthropy will be addressed including direct giving, private foundations, community foundations, corporate giving programs, and supporting organizations. The project will serve as a national model.

To accomplish our purpose, we will be interviewing attorneys, accountants, and bank trust officers in each major area of the state. A fourth "other" category of advisors to be interviewed will be investment advisors, estate planners, brokers, and insurance agents who are instrumental in working with families of wealth in our communities. We have assembled a list of recommended professionals from sampling CMF's membership for the names of firms and individuals whom are highly regarded. The interviews will be for information gathering to learn about the needs of each group on how to make it ethically and professionally comfortable to discuss the topic of philanthropy with their clients.

It is our understanding that some advisors do not raise the subject of philanthropy with their clients because they feel that it is unethical, or unprofessional, to do so. Our approach will emphasize the client/donor's interest as being the decision driver, thus enabling the professional to raise the issue and present materials in an unbiased manner. We expect to develop companion materials to the "So You Want To Give" brochure, that will explain to specialized professional groups why consideration of philanthropy is important to their clients and can enhance the value of their own services. The materials to be developed will be tailored to each profession's interests as they are identified through the interviews. They will complement existing materials targeted to donor uses, and facilitate the use of marketing materials already developed by COF and some of the larger community foundations, by providing a more neutral environment in which to disseminate this information.

The W.K. Kellogg grant to TPI is for a one year period. We feel that we can complete the interviews and draft the new publications within that time frame. Longer term objectives of the project will be to seek additional funding sources for extending the strategies to the broader field of philanthropy, to develop professional workshops and disseminate the information through professional associations/journals, and to work with professional schools to encourage inclusion of these concepts in professional curriculums.

We are very excited about the potential for this project, and look forward to keeping you informed as it progresses.