

# Four Simple Steps to Start a Fund

The ease of starting a fund is just one of the reasons donors say they turn to the Foundation to help fulfill their charitable goals. With a minimum gift, limited paperwork and guidance from a financial adviser or Foundation staff member, donors can easily create a personal, permanent and powerful legacy by following these four easy steps.

## 1. CHOOSE A NAME FOR YOUR FUND

A fund's name maintains your charitable presence in the community. Unless anonymity is preferred, the name you select is listed in Foundation reports, online and in grant award letters.

## 2. FOCUS ON YOUR FUND'S IMPACT

Advised funds, the most popular option and a favorable alternative to a private foundation, are designed for donors who wish to play a more active role in their giving. Children, future generations and other family members can be named successor advisers.

Other fund options allow donors to address the community's highest priorities and changing needs, focus on a specific interest area or geographic area or provide ongoing support for one or more nonprofits.

## 3. DECIDE ON A GIVING TIMELINE

**Give now:** Donors can establish funds immediately with cash or appreciated assets such as securities and real estate. Your gift is tax deductible, and capital gains taxes may be avoided on gifts of appreciated assets you have held for at least one year. There are many other ways to give that would provide an income, such as a charitable remainder trust, charitable gift annuity and pooled income fund.

**Give later:** Many donors establish funds that take effect at their deaths through deferred gifts such as bequests, life insurance proceeds or retirement plan proceeds. Charitable gifts of IRAs or qualified retirement plans are particularly tax effective and easy to do.



## Ten Reasons People Choose to Give through the Greater Milwaukee Foundation

**One** We are a *local organization* with deep roots in the community and beyond.

**Two** Our community investment staff has *broad expertise* regarding community issues and needs.

**Three** We provide highly *personalized services* tailored to each individual's charitable and financial interests.

**Four** Our funds help people *invest in the causes* they care about most.

**Five** We accept a wide *variety of assets*, and can facilitate even the most complex forms of giving.

**Six** We partner with *professional advisers* to create highly effective approaches to charitable giving.

**Seven** We offer *maximum tax advantage* for most gifts under federal law.

**Eight** We *multiply the impact* of gift dollars by pooling them with other gifts and grants.

**Nine** We build *endowment funds* that benefit the community forever and help create personal legacies.

**Ten** We are a *community leader*, convening agencies and coordinating resources to create positive change.



#### 4. SELECT AN INVESTMENT MANAGER

As one of the world's oldest and largest community foundations, the Foundation is uniquely positioned to provide donors with different investment options that provide strong investment performance.

**Donors may choose from the following:**

- **Greater Milwaukee Foundation Inc. Investment Pool** - Managed by the Foundation Board through its Investment Committee
- **Trust company investment pools** - Managed by trust companies BMO Global Asset Management, JPMorgan Chase, and U.S. Bank

#### The Greater Milwaukee Foundation

**provides** a simple, powerful, and highly personal approach to giving. We offer a variety of giving tools to help people achieve their charitable goals. We welcome the opportunity to work with you and your adviser to fulfill your unique charitable objectives. For more information and ways to integrate charitable giving into your financial planning, contact the Philanthropic Services Department at 414-272-5805.