



EFFECTIVE PHILANTHROPY

Considering philanthropy as part of your wealth plan?

Four steps to begin (or continue) your philanthropy

Philanthropic giving can be an expression of your beliefs and values, a way to connect with others in the community or with family and an opportunity to create a legacy that can be passed to future generations. For these reasons (and others), philanthropy may be an important component of your wealth planning. To determine your philanthropic path, it's important for you and your family to articulate what you want your philanthropic endeavor to look like and map out the steps to get there.

Regardless of where you are on your philanthropic journey, you may want to consider the following steps to help you implement your philanthropic plan effectively:

1) Discover your philanthropic goals

People choose to give for many reasons, including personal fulfillment, legacy planning and tax management. In addition, philanthropic giving is often motivated by passion for a specific cause and/or the desire to make an impact. Supporting a specific cause allows you to focus your resources, which include both time and money. To decide which cause is most important to you, helpful steps may include:

- Experienced donors may find a review of their past donations helpful to identify the types of causes they tend to support and the experiences they have found rewarding
- All donors may consider the following questions, among others, to help to determine charitable causes and goals:
 - What values guide you?
 - What are your motivations for giving?
 - What causes are important to you and your family?
 - What issues in your community concern you?
 - What do you worry about for future generations?

2) Develop your philanthropic approach

An effective approach to philanthropic giving combines purpose, practicality and passion. While there are several approaches philanthropists can take, committing to a single style is not necessary to be successful. A variety of strategies can be effective, including:

- Responsive philanthropy: a philanthropic approach with a focus on being responsive to particular requests or needs in the community
- Strategic philanthropy: involves donors in a financial position or state of mind to leave a legacy of charitable giving and who also wish to measure the impact of their gifts

3) Initiate the process

Once you've determined your philanthropic goals and approach, the next step is mapping out a plan. The following considerations may help to facilitate the development of your philanthropic plan:

- Develop a plan with specific action items
- Understand that implementation will probably involve more than just money
- Leverage other organizations as appropriate
- Identify family members and others who have talents and strengths that can help make a plan come alive
- Develop a process to evaluate potential charitable recipients

4) Create a lasting legacy

Finally, you may wish to consider what you'd like your philanthropic endeavor to look like on a long-term basis. If you would like to create a lasting legacy, consider the following steps now to ensure your legacy continues into the future:

- Determine how long you wish to support your cause and which family members or others can contribute time and money
- Identify the best way to fund your philanthropic endeavor (for example: cash, securities or real estate) and whether you need short-term and/or long-term funding
- For long-term funding, consider planning strategies like donor-advised funds, private foundations, and trusts

Developing your philanthropic path may take time and often involves several iterations before determining a cause, and methods for supporting that cause. If you're unsure where to start, your CIBC Private Wealth advisor or wealth strategist can help you illuminate your family's values and interests, so you can better focus your charitable efforts. **For more information on incorporating philanthropy into your wealth plan, visit our [Effective Philanthropy](#) resource page.**