

## ***Beaufort Memorial Hospital Foundation***

### **Legacy Giving Opportunities**

James E. Connell FAHP, CSA  
*Connell & Associates*  
 Charitable Estate and Gift Planning Specialists  
[www.connellandassoc.com](http://www.connellandassoc.com)

for PDF of presentation  
[www.connellandassoc.com/articles](http://www.connellandassoc.com/articles)

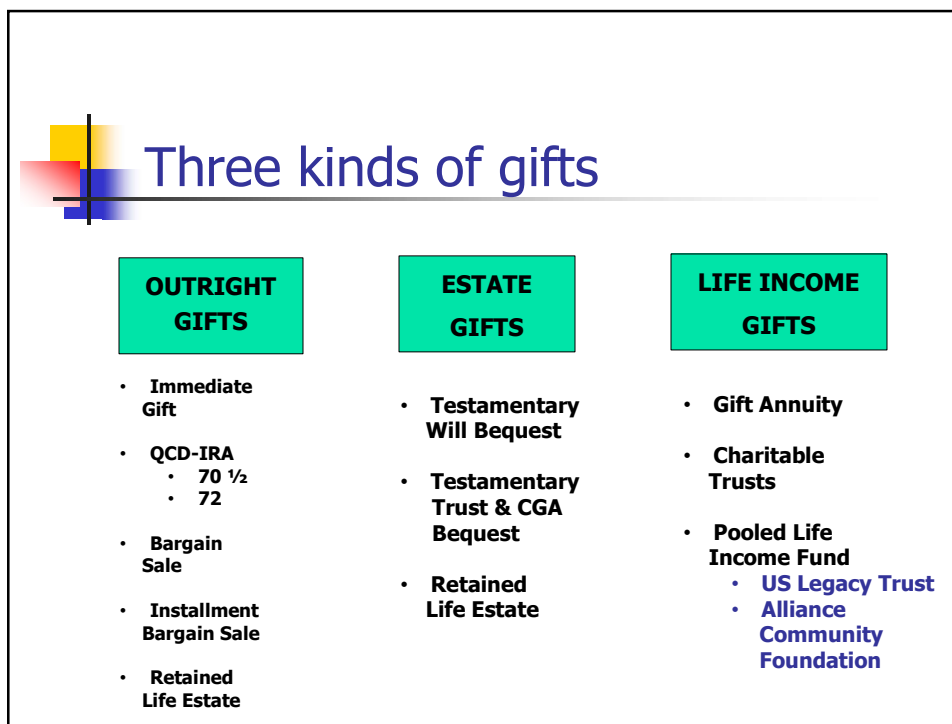


1

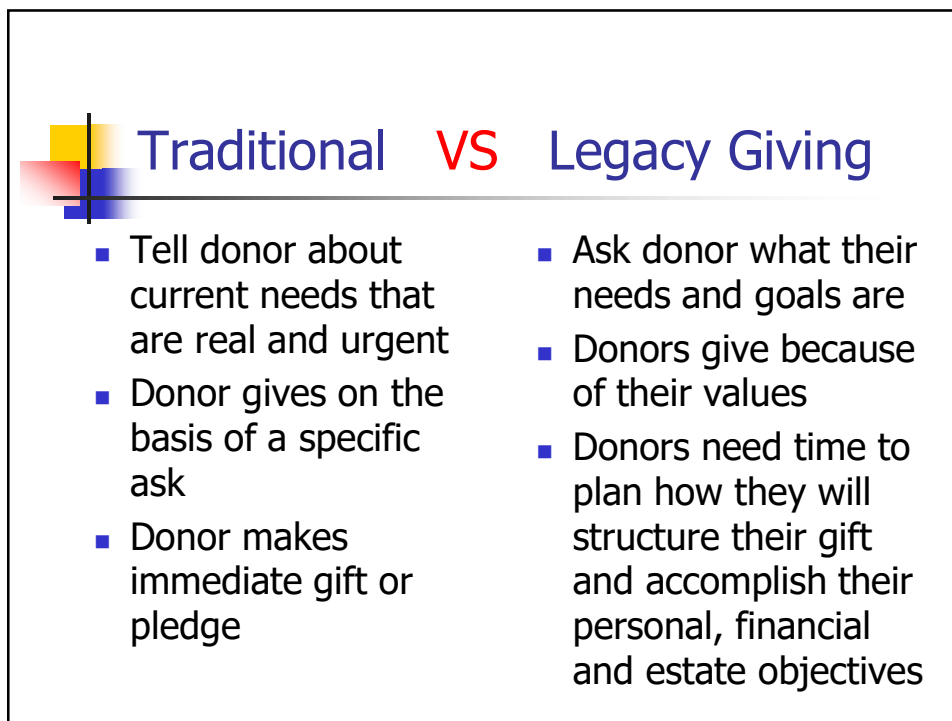



### **What is the impact of legacy giving?**

- *"St. Jude Children's Research Hospital has become a fundraising juggernaut thanks partly to its aggressive pursuit of bequests from potential donors"*
  - *(Chronicle of Philanthropy 3-23-2022)*
- \$1.5 billion from bequests, or 20 percent of the \$7.5 billion it raised, in a recent five-year period.
- Double the national average of 9% of charitable contributions that come from bequests. *(Giving USA)*
- The average American contributes 2% of their net worth to charity in their estate plans. *(IRS taxable estates, 2020)*



3







## Traditional VS Legacy Giving

<ul style="list-style-type: none"> <li>■ Donor's gift is from their income</li> <li>■ Approach used involves               <ul style="list-style-type: none"> <li>■ List of current projects, programs and needs</li> <li>■ Identification of prospect</li> <li>■ Cultivation of prospect</li> <li>■ Ask for gift</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>■ Donor's gift is from their assets</li> <li>■ Planned gift approach begins with identification of those who already have               <ul style="list-style-type: none"> <li>■ Ownership</li> <li>■ Gift history</li> <li>■ Leadership or volunteer history</li> </ul> </li> </ul>
--	---

5




## "Planned/Legacy gift" defined



"A voluntary gift, of any kind, in any amount, either current or deferred, that requires the assistance of a qualified volunteer, professional staff person, or the donor's own advisor(s) to help complete the gift."

(Robert F. Sharpe, Jr.)  
[www.sharpenet.com](http://www.sharpenet.com)





## Planned giving or gift planning?

- Focus is on the “planning” of the gift
- Offers significant potential for both deferred **AND** current gifts
- Supplements current giving of donors
  - does not replace or cannibalize it
- Completes gift **“toolbox”** for your donors
  - on equal footing with other charities
- Often misunderstood and underappreciated
- Expands gifting options for donors

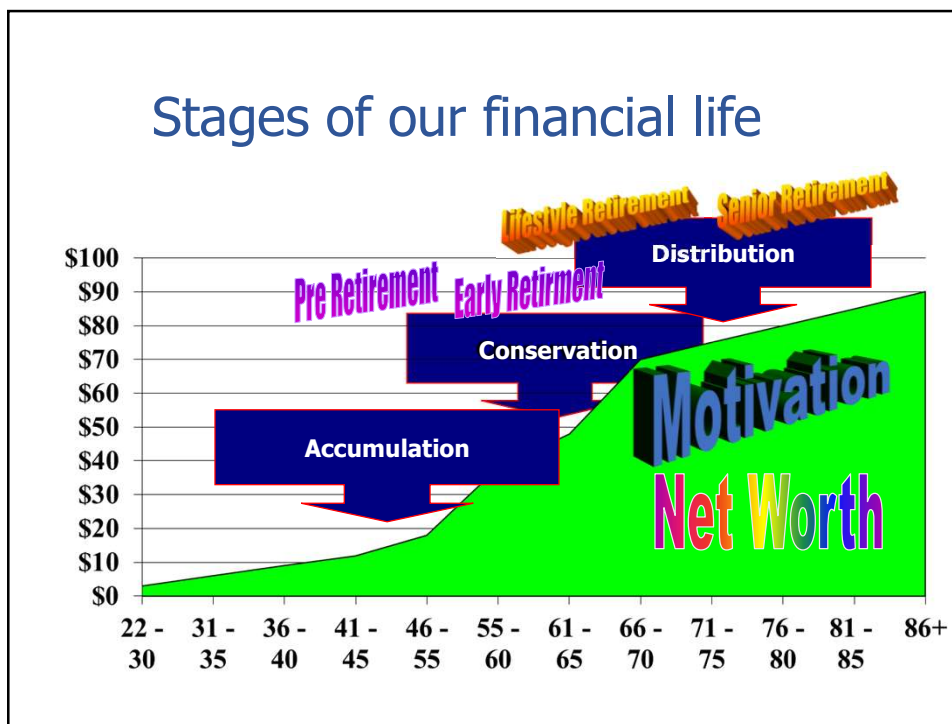
7



## What drives major donors to give?

- **72%** give when they believe their gift will make a difference
- **71%** give when they know the organization is efficient in its use of gifts
- **54%** give based on the organization's communications about the percent of funding going to programming versus administration
- **34%** give based on the organization's communications about it's impact

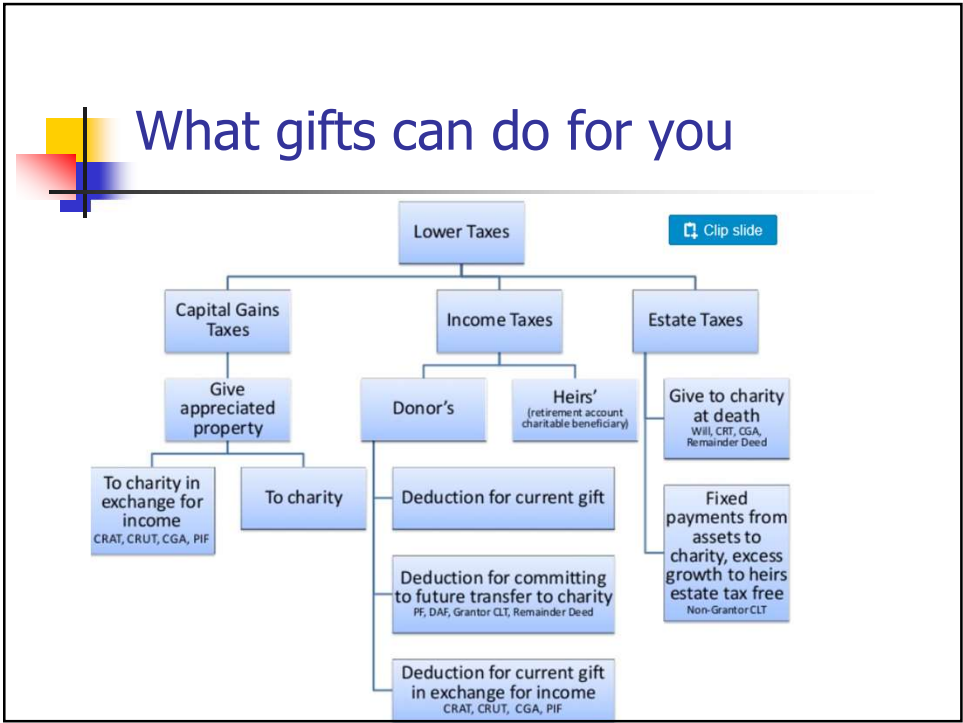
Source: **BofA/Merrill, 2011**  
**\$200,000+ households**



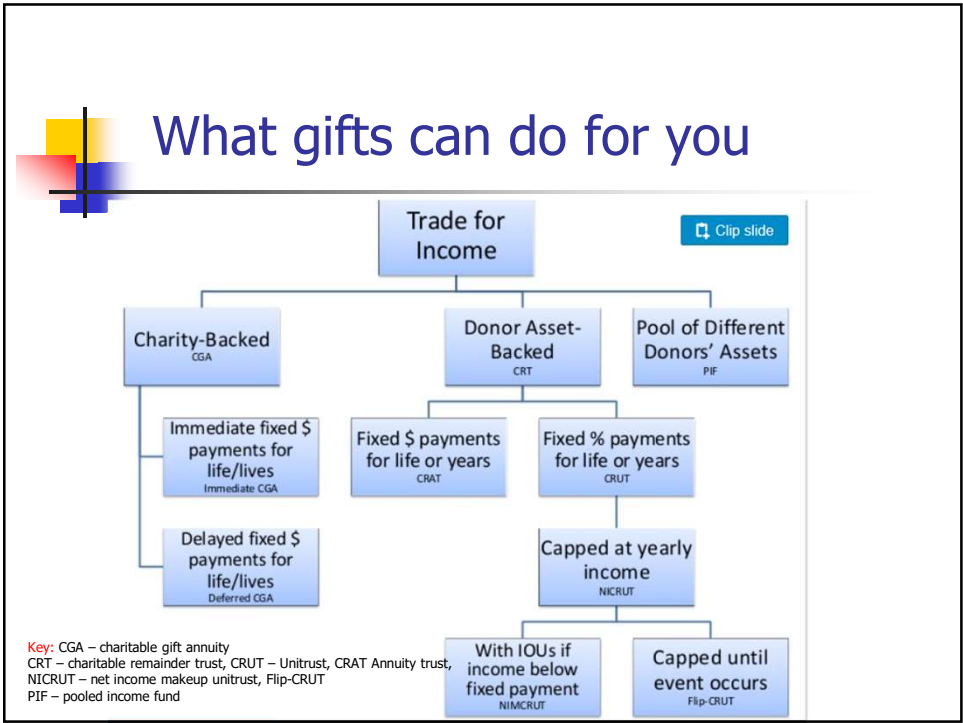
9

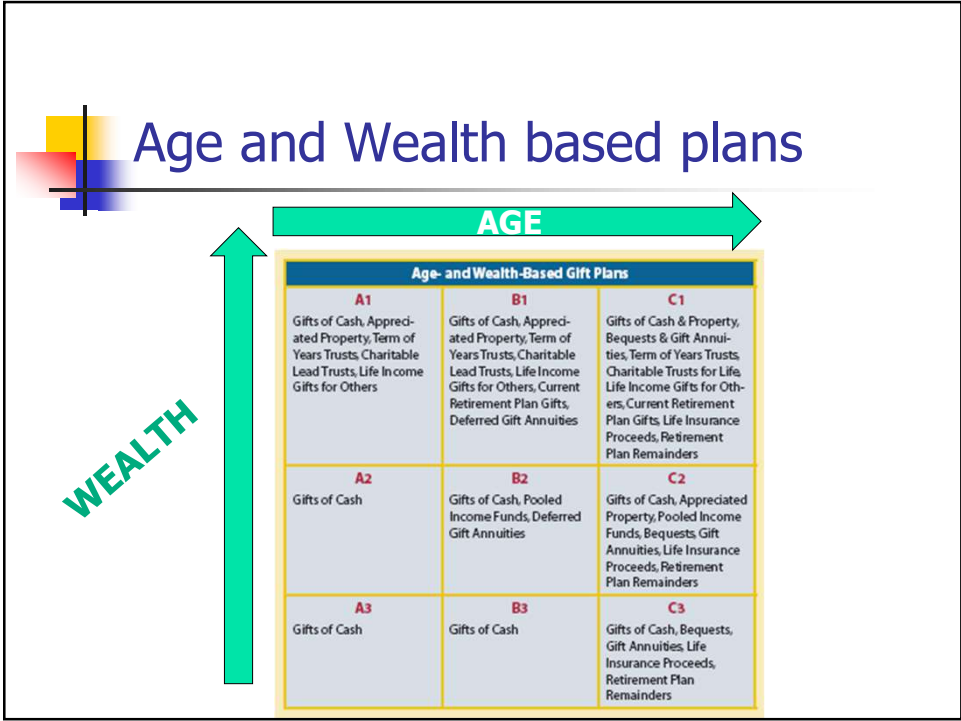
### Three types of gifts

- *Outright gifts* – irrevocable gifts of entire interest made today
- *Expectancies* – revocable gifts committed for the future use (bequests)
- *Split-interest gifts* – irrevocable gift arrangements which give a portion to charity and a portion to a non-charitable beneficiary



11





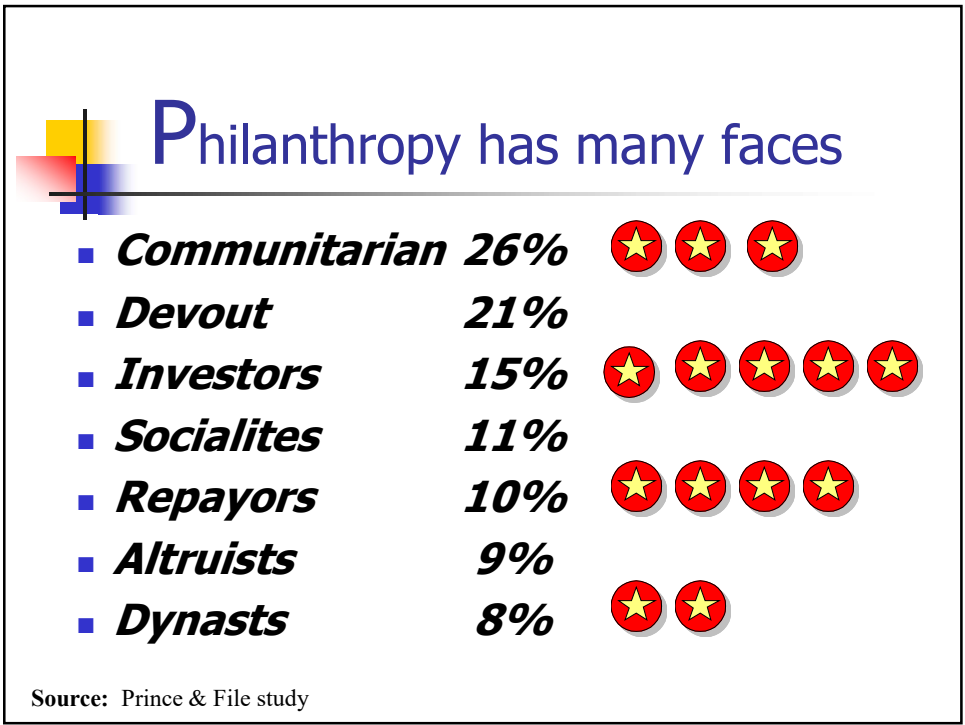
13

## Philanthropy has many faces

- Each segment represents a characteristic and distinctive way a donor group approaches philanthropy
- A set of typical attitudes and beliefs
- A range of considerations
- A process of evaluation
- A style of involvement

**“One set of motivations tend to dominate people's decisions”**

Source: Prince & File study



15

