

UJA-FEDERATION OF NEW YORK • PLANNED GIVING & ENDOWMENTS

# CHARITABLE GIVING: A PROFESSIONAL ADVISOR'S GUIDE

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## WE'RE HERE TO HELP

The experienced professionals in UJA-Federation of New York's Planned Giving & Endowments department are here to partner with you. We can provide expertise on charitable giving options as well as information on UJA's programs and services related to your clients' areas of philanthropic interest. We are thrilled to work with you.

UJA's Legal Name:

**United Jewish Appeal-Federation of  
Jewish Philanthropies of New York, Inc.**

UJA-Federation's Tax ID Number:

**51-0172429**



# SPEAKING WITH YOUR CLIENTS ABOUT CHARITABLE GIVING

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By speaking with your clients about their charitable priorities, you:

1. Serve your clients' best interests.
2. Enrich your professional relationships.
3. Help make a positive difference in the world.

You can ensure that your clients' financial and estate plans reflect all of their priorities by focusing on their charitable interests and passions, in addition to addressing their financial objectives. Charitable giving conversations will help you engage your clients on a deeper, more personal, and holistic level.

Furthermore, you will help institutions such as UJA address the pressing challenges of today and the future. As a trusted professional advisor, you are in a unique position to serve your clients' needs and shape our community's future.

## WAYS TO START THE CONVERSATION

Giving back to society is considered by many to be an essential aspect of a life well lived. UJA is committed to helping attorneys, accountants, financial planners, insurance agents, and other professionals feel more comfortable discussing charitable giving.

To create meaningful and effective charitable plans that suit your clients' needs, you must assess their financial objectives, uncover their priorities, and explore their core values. Should you want assistance, we are here to help. Engaging in meaningful legacy and planning conversations only requires you to **listen** and **ask questions**.

### Listen

Major life events often result in changes to existing financial or estate plans. These same events may cause individuals to think about their values and charitable giving. If your client mentions any of the below, it's an ideal time to explore or rethink the benefits of charitable giving.

- Birth of a child or grandchild
- Death of a loved one
- Change in marital status
- Sale of a business
- Receipt of an inheritance
- Plan to retire
- Sale of a substantial asset
- Windfall

### Ask Questions

To create an estate or financial plan that meets your clients' objectives, you must ask many important and personal questions. Here are some questions that can help you uncover their charitable interests.

- Are there any organizations to which you contribute regularly or for which you serve in a leadership capacity?
- Are there any causes or issues that are especially meaningful to you?
- Is there something about the world or your community you would like to see changed?
- Are there any causes or organizations you would be interested in supporting after your death?
- Have you discussed with your family what values are important to you?
- What legacy would you like to leave for your children, grandchildren, or other family members?
- In addition to providing for your family and others after you're gone, have you considered providing for some of the organizations or causes you care most deeply about?



# WHY WORK WITH UJA?

UJA's expertise and more than 100 years of experience provide donors with the assurance that the gifts they create and funds they establish will be well used for the purposes they intend, now and for generations to come. You can feel secure in recommending UJA to meet your clients' charitable goals.

## WE'RE A ONE-STOP SHOP

Focusing on the thematic areas below, UJA is the largest local philanthropy in the world. We're solving problems through collective action. And we're changing the lives of 4.5 million people a year.



UJA ensures that only the most rigorous, effective, scalable programs are funded.

## WE HAVE A 100-YEAR LEGACY OF TRUST

We operate with **full transparency, accountability, and integrity** and are backed by a strong endowment.

For generations, members of the Jewish community have entrusted UJA with assets intended for the permanent benefit of people in need in New York, in Israel, and around the world. Whether funds are donated during their lifetime or as a bequest, donors know that UJA will provide proper stewardship and management of charitable assets — as it has for over a century.

## WE DELIVER REAL SOLUTIONS TO REAL PROBLEMS

UJA's planning professionals are widely acknowledged to be among the finest in North America. They are responsible for identifying and developing programs to be supported not only in New York, but also in Israel and Jewish communities around the world.

The planning division has three principal functions:

- Identifying pressing challenges and significant opportunities facing Jewish communities in New York, in Israel, and around the world.
- Determining which organizations are best suited to respond to challenges, embrace opportunities, and allocate appropriate resources.
- Overseeing and evaluating the work of those organizations to ensure that they are delivering on their commitments.

Thanks to our network of 80 nonprofits and our work with grassroots organizations, day schools, and synagogues, we can **harness expertise** across a range of disciplines to identify our community's most pressing challenges and scale best-in-class solutions. When there is a crisis, legacy gifts funding our endowment allow us to respond quickly.

Bottom line: **When we identify a problem, we work with the best organizations to tackle it.**

## WE KNOW HOW TO MANAGE YOUR CLIENTS' FUNDS

UJA's Pooled Investment Account (PIA) includes funds that donors have designated as permanent endowment funds or that UJA's Board of Directors has elected to treat as endowment funds. The PIA is a pooled investment vehicle that gives each fund the benefits of diversification and investment management available only to a major endowment fund.

All funds participate proportionately in the PIA's investment performance. The fund generates an annual distribution based on UJA's total return spending policy — currently 4.9 percent of the fund's prior 12-quarter average net asset value. We use these distributions for the purposes each donor specifies when the gift is made, or, in the case of unrestricted gifts, to support UJA's general purposes.

To provide resources for generations to come, an endowment fund needs to be well-managed, investment-wise, to generate real long-term growth and preserve as much capital as possible during difficult economic times. We vet all managers using rigorous criteria, including the five "Ps" — people, philosophy, process, portfolio, and performance. We carefully evaluate the quality of the organization, character of its people, and alignment of interest with investors before we invest.

Some of New York's leading investment professionals volunteer to oversee the PIA and determine its asset allocation policy based on economic and market conditions. They also review and approve all individual manager selections. We enforce a strict conflict of interest policy to prohibit them from managing funds for the PIA.

UJA's Investment Office, led by a chief investment officer, supervises the PIA's portfolio full time. Two specialist consultants in the Investment Office conduct due diligence reviews of prospective and existing managers, recommend changes in overall asset allocation strategy to the Investment Committee, and propose new managers and changes in allocations to existing managers. An independent consultant computes the PIA portfolio's value on a monthly basis.

Information concerning the PIA's investment performance history is available upon request. Please note that past performance is not indicative of future results.



# MOST POPULAR WAYS TO GIVE

We can help your clients create the meaningful legacy they desire with one or more of the giving vehicles highlighted.

## OUTRIGHT GIFT OF CASH OR STOCK

Your clients may consider making an outright gift of cash or stock to UJA to support the annual campaign or to create a permanent endowment fund. Additionally, an outright gift can be used for a capital or special initiative, which would allow your clients to build and name state-of-the-art facilities and provide multiyear support for innovation and special projects.

## WILL

This is the most common planned gift people make to UJA. Your clients can remember us in their wills or other estate planning documents without affecting their assets during their lifetime. With this option, your clients will designate a specific dollar amount or percentage of their estates for UJA. We've provided sample language, and would be happy to consult with you or your clients to tailor a gift to the cause(s) they care most about.

### ◆ General Gift

"I give and bequeath the sum of \$ \_\_\_\_\_ (or \_\_\_\_\_ % of my residuary estate) to United Jewish Appeal-Federation of Jewish Philanthropies of New York, Inc., to be used in support of its general charitable purposes."

### ◆ Gift to Be Used in New York or Israel or for a Thematic Area

"I give and bequeath the sum of \$ \_\_\_\_\_ (or \_\_\_\_\_ % of my residuary estate) to United Jewish Appeal-Federation of Jewish Philanthropies of New York, Inc., to be used in support of its general charitable purposes (e.g., in Israel, in New York, supporting the elderly)."

### ◆ Gift Perpetuating an Annual Campaign Gift

"I give and bequeath the sum of \$ \_\_\_\_\_ (or \_\_\_\_\_ % of my residuary estate) to United Jewish Appeal-Federation of Jewish Philanthropies of New York, Inc., to be used by it to create the \_\_\_\_\_ Family Fund, a perpetual endowment fund, the spending rate of which is to be paid over year-by-year to its annual campaign."

## RETIREMENT PLAN

Your clients can name UJA as the beneficiary of their IRA, 401(k), or other qualified retirement plan. Plans that hold pretax assets are subject to income tax and possibly costly estate tax if left to anyone other than a spouse. By designating UJA as a recipient on a form provided by your clients' plans' trustees, they may decrease or eliminate the tax burden.

## LIFE INSURANCE

Through our life insurance program, your clients can obtain a policy and make annual tax-deductible contributions to UJA in the premium amount. In some cases, we'll match their premium payment and double the policy amount. Also, they can always designate UJA as a beneficiary of a preexisting policy.

## LIFE INCOME PLAN

Charitable gift annuities and charitable trusts can provide contributions to UJA and financial benefits to your clients. When they create an annuity or trust, they'll receive payments for life and the potential for an immediate tax deduction and future tax savings.

## BANK OR BROKERAGE ACCOUNT

Your client can title or retitle a bank account, brokerage account, or stock certificate as POD (payable on death) or TOD (transfer on death) to UJA. Most forms can be found online and, in some cases, may be edited with no legal fees involved.

## DONOR ADVISED FUND

By contacting their fund provider, your clients can recommend that upon their passing, all or a portion of their remaining charitable assets in the fund be distributed to UJA.

# THANK YOU

We're so grateful for the opportunity to collaborate with you, ensuring your clients' financial objectives, estate plan priorities, and charitable interests are met. Please don't hesitate to contact us with any questions. We're here to help!

Please contact **William Samers** at [plannedgiving@ujafedny.org](mailto:plannedgiving@ujafedny.org) or **212.836.1247**.

UJA-Federation of New York cares for Jews everywhere and New Yorkers of all backgrounds, responds to crises close to home and far away, and shapes our Jewish future.



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