

Estate Planning Council of Pittsburgh

Next event

*12th Annual Virtual Financial "Four"um
featuring **Natalie Choate***

October 28 & 29

9 CE pending approval



**The Association of Choice
for Estate Planning Professionals**

WELCOME : BETSY POGGI, PRESIDENT EPC
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State of the (Charitable) Union: How Understanding Needs in our Region Can Transform your Client Relationships

Kate McKenzie and Amy B. Razem - The Pittsburgh Foundation

David DeFiandra - Leech Tishman Fuscaldo & Lampl

Casey Robinson - Waldron Private Wealth



Estate Planning Council of Pittsburgh

September 17, 2020

AGENDA

- The Pittsburgh Foundation – who we are and what we do
- Exploring the data and making the case for charitable giving
- Starting the conversation: panel discussion with David DeFiandra and Casey Robinson
- Closing remarks from Betsy Poggi, EPC

THE PITTSBURGH FOUNDATION



- Local Community Foundation
- Grantmaking
- 15th largest in the country
- 75 years of experience
- \$1.2 Billion under management
- 2400 + component funds
- Endowment model
- \$60 M in grants in 2019

THE CHARITABLE GIVING SECTOR

Our region vs. national in a snapshot

- **49% of all charitable donations in PA are made by those whose AGI is >\$200k**
- Roughly 1 in every 6 Pennsylvanian's is charitable
- Western PA avg gift size is \$5,041 vs. national benchmark of \$6,348
- Nationally: In 2018, total private giving from individuals, foundations, and businesses totaled \$427.71 billion (Giving USA Foundation 2019)
- Top 3 charitable sectors in PGH: Human services , arts culture and humanities, health and community development.
- 1.5 M registered nonprofits nationally; 3,187 nonprofit orgs in Allegheny county
- In 2018: 2,150 Allegheny County Foundations awarded 23,280 grants totaling \$848.1 Million

Sources:
Charity Navigator 2017 study
IRS 2016 via Grantmakers of Western PA

THE LAY OF THE LAND: STARTING WITH THE STATS

Greatest needs in our communities

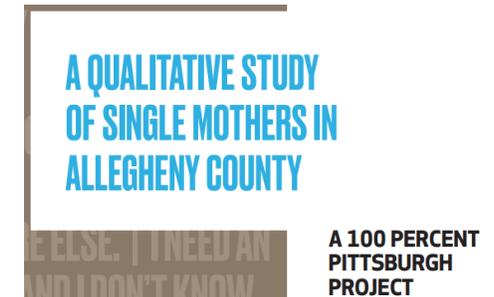
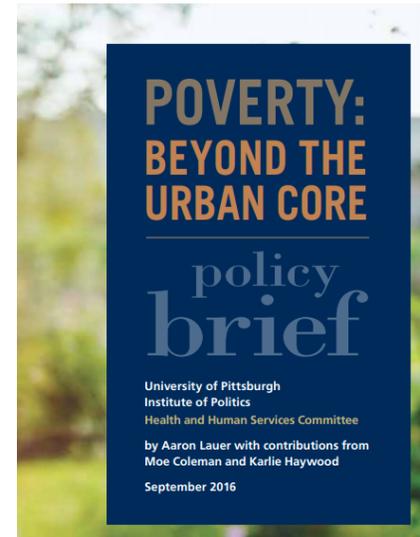
- **Primary predictor of poverty is zip code**
- **Social determinants of health (SDoH)** are conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

Examples of social determinants of health include:

- income
- access to quality education and childcare
- livable wage employment and working conditions
- neighborhood safety and violence
- stable and safe housing.



- According to the U.S. Census, 13% of Allegheny County residents live below the poverty level, (**\$26,200 for a family of four**) and account for 21% of residents in the City of Pittsburgh.
- The U.S. child poverty rate is 20 percent, and Allegheny County is 17 percent; there are ***seven Allegheny County municipalities in which half of the kids live in poverty*** (North Braddock, Mount Oliver, Rankin, Duquesne, McKeesport, Clairton and Wilmerding)
- In Allegheny County, about **72% of families living below the poverty line are headed by single women raising children (n=36,317).**



How the Pittsburgh Foundation is addressing these issues

- **Foundation's strategic funding priorities** – Self Sufficient Individuals and Families, Healthy Communities, Vibrant Democracy and Community Projects.
- **Targeted research and grantmaking** in juvenile justice, single women raising children, childcare and eviction prevention.
- **Special Initiatives** – Small and Mighty, Social Justice Fund, Advancing Black Arts.



COVID-19 AND HOW IT'S IMPACTED DONOR BEHAVIOR

How COVID-19 has impacted donor behavior

- In a recent poll **25% of donors** surveyed said they will increase their giving in 2020
- **54%** plan on maintaining their giving levels

Multi-gen giving:

46% of millennials say they will give more in response to the pandemic, compared to 14 percent of Baby Boomers and 25 percent of Gen X

Sources:
Fidelity Charitable, 2020

How COVID-19 has impacted donor behavior

- 58% will support efforts domestically
- 11% support global response
- 20% - plan to support both equally

Many donors don't feel that they have the information they need to effectively support efforts to combat COVID-19.

One-third of respondents say they don't have the information they need to understand where they can direct their support effectively.

Older generations feel particularly unsure of how to direct their donations—with 35 percent of Baby Boomers saying they don't have enough information, versus only 27 percent of Millennials.

Crisis response from the Pittsburgh Foundation: Emergency Action Fund (EAF)

Total of \$9.26 million committed to the EAF from foundations, individuals and corporations

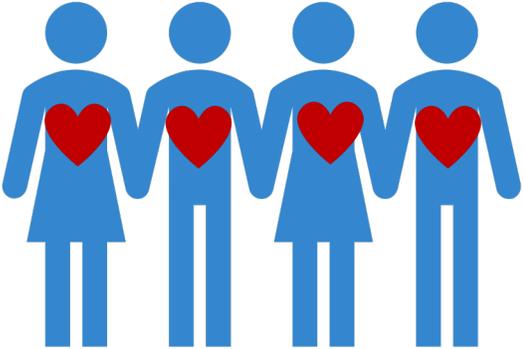
313 total grants to organizations working in the following funding priority areas:

- **Food:** Addressing food insecurity through application for food assistance, food pantries, gift card distribution, and/or food delivery and transport.
- **Housing:** Preventing eviction and providing shelter for those who need to quarantine but do not have housing, and facilities experiencing an increased intake due to the pandemic.
- **Financial assistance:** Cash assistance and/or direct payments to vendors for those who are unemployed or have lost wages due to shutdowns.
- **Childcare:** Nonprofit providers that have closed and need funding for facility costs, salaries and health insurance for workers, and dealing with loss of revenue from parent co-pays or other gaps in revenue.
- **Physical and mental health care:** Loss of fee-for-service revenue due to decreased patient visits or staff shortages and addressing barriers to care such as transportation.
- **Education:** Addressing the disruption of education for students in grades K-12.
- **Address social isolation among seniors:** Wellness checks and other strategies to assess health and psychosocial needs of seniors, especially

WHY IS THIS IMPORTANT?

HOW AND WHEN PEOPLE GIVE

During Life



After Life – leaving a legacy through estate plans

POLLING QUESTION

THE WEALTHY WANT HELP

- **94%** of all wealthy donors would like to be more knowledgeable about at least one aspect of charitable giving .
- The biggest **challenge HNW** is when it comes to **charitable giving** is **identifying what causes they care about and deciding where to give**
- **2/10** of high net worth donors aren't satisfied with the philanthropic advice that they are receiving from their advisor.
- Overwhelmingly **clients reported it is they who raise the philanthropic question.**
- **20%** of those surveyed want to explore how to engage the next generation in giving.

STARTING THE CONVERSATION

CREATING THE PHILANTHROPIC CONVERSATION

- What/Why vs. How
- Are there any charitable organizations you would like to continue to support after death?
- Has anyone ever worked with you to see what you can afford to give, while also doing what is right for your heirs?
- Beyond self and your family, is there any cause on which you would like to have a positive impact?
- Have you considered incorporating charity as part of your legacy?

AN OPPORTUNITY

A conversation about charitable giving can:

- Ensure your practice
- Honor or celebrate major life events
- Deepens conversations and relationships
- Plans for generational succession



PANEL DISCUSSION WITH:



David DelFiandra
Leech Tishman Fuscaldo & Lampl



Casey Robinson
Waldron Private Wealth

REACH OUT AND CONNECT WITH US:



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