



GREATER NEW ORLEANS
FOUNDATION

WHY PARTNER WITH A COMMUNITY FOUNDATION?

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GREATER NEW ORLEANS FOUNDATION
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THE GREATER NEW ORLEANS FOUNDATION IS THE REGIONAL LEADER IN PHILANTHROPY

FOR OVER 25 YEARS, THE GREATER NEW ORLEANS FOUNDATION has been connecting donors to community needs. It is part of our mission to help you and your clients achieve your charitable and financial goals. As a community foundation, we offer simple and significantly tax-advantaged alternatives to a private foundation, allowing donors to dedicate their gifts and time to perpetuating their values and impacting their community.

Let us be your partner in philanthropy.

FLEXIBILITY

Your clients can give what they want, when they want, how they want. Equipped to accept a wide variety of asset types—from securities to personal property to life insurance policies—we can accommodate the most complex giving plans. Through a variety of fund types, your clients can give during their lifetime or through an estate gift.

MAXIMUM TAX BENEFITS

As a public charity, a community foundation offers donors the maximum tax advantages allowed for charitable giving.

EXPERTISE

Our accomplished and growing staff is immersed in all major areas of community life in the 13-parish region, and we partner with local and national foundations, regional affiliates, local grantees, and outside evaluators to chart innovative, long-term strategies with measurable results. We can arrange for site visits with local nonprofits or provide on-site firm or client presentations.

EFFICIENCY & PERSONALIZED SERVICES

GNOF reduces the legal paperwork, time and expenses that would be associated with running a private foundation. We can meet with you and your client, take care of charitable due diligence, and maintain tax records. Your clients can be as deeply or minimally involved as they like.

A PROFESSIONALLY MANAGED PORTFOLIO

We offer investment expertise and competitive investment returns. Funds are invested by professional financial managers whose decisions are monitored by our Investment Committee and Board of Trustees.

PERMANENCE

Endowed funds benefit the community in perpetuity and extend your client’s generosity to future generations.

RECOGNITION OR ANONYMITY

Your clients can enjoy lasting recognition by giving their family name a place in charitable giving. Unless otherwise instructed, we will list the named, permanent fund continually in our annual report, and all grants made from named funds are identified to recipients as coming from the donor’s fund. The Foundation can also protect your client’s anonymity.



ENHANCING THE ADVISOR’S ROLE

Professional advisors significantly impact the way their clients perceive and engage in charitable giving. While starting a conversation about philanthropy can seem a challenge, it can benefit your clients, your own practice, and your community.

MORE THAN EVER, DONORS ARE TURNING TO PROFESSIONAL ADVISORS FOR PHILANTHROPIC ADVICE

- Many clients already support charities, and a comprehensive financial planning process should include their philanthropic goals and objectives.
- Whether they are planning their estate or selling highly appreciated stock, clients can benefit financially from charitable giving.
- While many advisors only talk about philanthropy in terms of tax advantages, studies by The Philanthropic Initiative of Boston indicate that causes—more than taxes—drive donor giving, and many donors want to discuss both their financial and charitable goals with an advisor.
- An increasing number of donors want to maximize the impact of their gifts and see results. They want advisors to be well-informed about philanthropic planning or connected to experts who are.

STRENGTHEN YOUR OWN PRACTICE

- The charitable giving conversation can lead to a more complex planning engagement and help you serve your clients better.
- Sound counsel regarding philanthropy can set your practice apart, increase client satisfaction, and strengthen client loyalty.

LET US BE YOUR RESOURCE

- Let us help you and your clients navigate the overwhelming number of possibilities for giving.
- With over 25 years of experience, we can direct you and your clients to individuals and organizations doing great work in all major areas of community life.
- When you choose to partner with the Foundation, we respect the relationship you have with your clients and want to make our services available to you — from gift-giving assistance to grant-making support. Please note that advisors can retain management for funds over \$1 million.
- Just as clients expect referrals to experts in other specialties like accounting or law, they often welcome a referral to an expert in charity. We want to be your partner in philanthropy.

STARTING THE CONVERSATION: IDENTIFY CLIENTS LIKELY TO BE INTERESTED

Estate and year-end tax planning often lead to a charitable giving conversation, but as an experienced advisor, you can identify clients likely to be interested and watch for common situations well-suited to charitable giving.

PHILANTHROPIC & COMMUNITY INTERESTS

Your client already exhibits a concern for the surrounding community and a desire to use his or her resources for the good of others. Your client volunteers with a local organization or gives regularly to a charity, alma mater, or religious organization.

FAMILY CIRCUMSTANCES & HISTORY

Your client is unmarried, has no children, has adult children who are financially independent, or wants to honor a loved one. Or perhaps your client has a family member whose life was deeply impacted by a specific charity or issue.

PARTICULAR FINANCIAL CIRCUMSTANCES

Your client plans to pass a small business on to the next generation, receives a bonus late in the tax year, or shows concern about assets that are not producing any income. Charitable giving can benefit clients in numerous financial situations.

GOOD QUESTIONS TO ASK

The following questions can help you begin a conversation with your client about charitable giving:

- Are there any organizations that you support through volunteer work or financial giving? Would you like to continue supporting them after your death? Have you considered ways to maximize your giving?
- Are you interested in creating a personal or family legacy?
- Have you considered ways that philanthropy can help you to leave more to your family and pass on your values to the next generation?
- Would you like to learn about how charitable gifts can greatly reduce your estate or income taxes?
- If you are considering starting a private foundation, have you weighed the pros and cons of establishing a named charitable fund with a community foundation instead?



JOHN MARQUE

John Marque was the type of man who enjoyed helping those around him, quietly and without fanfare. An avid reader, he would spend hours at Barnes & Noble before emerging with a stack of books to give away to close friends. “He was just that kind of guy,” said Timothy Gibbons, Marque’s longtime friend and advisor.

It was not until his death in March 2008 that his secret was revealed. He left an estimated \$20 million to the Greater New Orleans Foundation, the largest gift in the history of the Foundation.

After overseeing his friend’s funds for two decades, Gibbons, a stockbroker with Smith Barney, suggested that Marque write a final will and take time to consider who, what, and where he would like to see benefit from his resources. An only child with no immediate heirs, Marque wanted to make sure his donations would have a lasting and long-term impact and benefit those less fortunate than him.

“The whole concept of the Greater New Orleans Foundation really interested him,” said Gibbons. Marque liked the notion of making annual grants to nonprofit organizations in perpetuity, as opposed to several one-time magnanimous gifts. An endowed fund, advised by his good friends, appealed to Marque, because he would “still be giving out money in his name a hundred years later.” So Marque established The Theresa Bittenbring Marque and John Henry Marque Fund in honor of his parents.

In partnership with Foundation staff, Marque brainstormed and developed a list of philanthropic organizations that had significant meaning to him and reflected his life. Marque’s love of classical music led him to identify WWNO-FM and the Louisiana Philharmonic Orchestra as beneficiaries. An avid fan of Masterpiece Theatre, he decided WYES-TV would be another suitable recipient of annual donations. Gibbons recalled that Marque was always impressed with the work of Doctors Without Borders, an international medical humanitarian organization.

All of these and twelve other organizations will benefit on an annual basis, forever, thanks to Marque’s forethought and planning. Also, scholarships will be awarded to graduates of local nursing schools, and funds will be made available to help families that have had financial setbacks due to illness and hospitalization.



PAUL & ELIZABETH SELLEY

In the 1930s, Paul P. & Elizabeth Danos Selley immigrated to Louisiana from Hungary. They had no idea of the good fortune that awaited them or the legacy they would leave behind.

In the early 1950s, Paul and Elizabeth’s brother, Steve Danos, founded Southland Canning, which grew to become one of the largest seafood packers in the United States. Believing it was important to give back to the community, the Selleys supported many worthy causes and decided to leave their legacy to continue these efforts in the New Orleans area.

They established the Selley Foundation and wrote a five-page Guideline to the Trustees that clearly spelled out a desire to focus on “educational and cultural purposes.” In the year 2000, the Selley Foundation became part of the Greater New Orleans Foundation family with a gift of \$13.7 million. The trustees felt that this was the most effective way to pursue multiple interests and achieve the goals the Selleys envisioned.

Denis McDonald, the head trustee, notes three major benefits of their partnership with the Greater New Orleans Foundation:

“The first and foremost benefit is the **MANAGEMENT OF THE ASSETS**. By being part of the total investment pool, *the Selley Foundation is able to achieve greater diversity than we would if we were a stand-alone foundation*. Since inception with GNOF, our assets have exceeded the general markets. Even in 2008, although down, our assets did better than many indices. The Selley Foundation was down about 19 percent in 2008 while many asset classes were down over 25- 30 percent.”

“Another major benefit is having the combined **EXPERIENCE** of the GNOF staff available to give us insight into the regional nonprofit landscape. Often, GNOF gives us valuable information about the viability and effectiveness of the nonprofits. *Their knowledge is something our six often-busy trustees could not acquire without making dozens of site visits.*”

“Last, and equally important, is the **ADMINISTRATIVE SUPPORT** given by GNOF. They gather and filter all grant requests and get more information if needed from the nonprofits. In short, they provide all communications, letter writing and disbursements for us. Our relationship with *GNOF has allowed our trustees to do what they do best: give grants to effective nonprofits that make New Orleans a better place to live.*”

DONOR ADVISED FUND versus COMMERCIALLY AFFILIATED CHARITABLE FUND versus PRIVATE FOUNDATION			
	DONOR ADVISED FUND AT GNOF	COMMERCIALLY AFFILIATED CHARITABLE FUND (CACF) such as Fidelity, Vanguard, and others	PRIVATE FOUNDATION
MIN. FUND SIZE	\$5,000	\$5,000 - \$50,000	No Minimum
GOVERNANCE	GNOF Board of Trustees. Assets become property of GNOF. Donors may recommend grants from their fund.	Trustees at CACF headquarters. Assets become property of CACF. Donors may recommend grants from their fund.	Independent corporation with its own board of trustees.
ADMINISTRATION	GNOF handles accounting, audit, due diligence, check writing, etc. 1% administrative fee on a monthly average of fund's fair market value.	Accounting, audit, due diligence, check writing, etc. at CACF Fees vary. Range 0.5% - 2.5%; may include mark-up for financial advisor.	Independent infrastructure created and overseen by trustees. All costs (payroll, audit, compliance, legal, etc.) are responsibility of the foundation.
INVESTMENT	Endowed funds enjoy economies of scale in the managed investment pool. Non-endowed funds for short-term use are invested in a money market pool.	Multiple investment options, in most cases. Investment management fees charged to the fund; cost varies depending on underlying mutual fund. Range 0.3% - 2.0%	Investment vehicles selected and overseen by board of trustees. Subject to Uniform Management of Institutional Funds Act. Investment management fees are responsibility of the foundation.
FUNDING LIMITS & FEDERAL TAX CONSEQUENCES	Cash gifts: 50% of AGI. Capital gain property: 30% of AGI. All capital gain property including illiquid assets tax deductible at current value. 5-year carry-over available. No tax on fund's investment income.	Cash gifts: 50% of AGI. Capital gain property: 30% of AGI All capital gain property deductible at current value. Some CACFs may accept selected illiquid assets. 5-year carry-over available. No tax on fund's investment income.	Cash gifts: 30% of AGI. Capital gain property: 20% of AGI. Publicly traded securities deductible at current value. Privately held stock and other assets deductible at basis. 5-year carry-over available. 2% excise tax on investment income.
VISIBILITY	Fund name acknowledged in grant letters (optional anonymity). Fund listed in GNOF annual report. No public disclosure of fund's activities.	Fund name acknowledged in grant letters. No public disclosure of fund's activities.	Degree of visibility determined by board of trustees. Issues own grant guidelines and annual reports. Detailed public disclosure annually by posting IRS 990PF on Internet.
GRANTMAKING PROCESS	Donor/advisor recommends grants; approval by GNOF required. GNOF provides due diligence review of grantees recommended by donor. Prescreened proposals in interest area(s) referred to donor/advisors, if requested. Research on specific nonprofits upon request. Option to distribute grants from principal as well as income.	Donor/advisor recommends grants; approval by CACF required. CACF provides due diligence review of grantees recommended by donor. Most provide option to distribute grants from principal as well as income. Many require annual minimum payout of 5% of assets.	Subject to screening, evaluation and approval by board of trustees. Restrictions on "self dealing." Annual minimum payout of 5% of assets.
GRANTMAKING CAPABILITIES & RESTRICTIONS	Broad flexibility, including national and international charities. GNOF has in-depth knowledge of regional needs and opportunities. Ultimate purpose defined by donor or unrestricted.	Broad flexibility, including national and international charities. Ultimate purpose defined by donor or unrestricted.	Determined by board of trustees. Restrictions on scholarship and research grants. Purpose may be changed by future trustees.

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TYPES OF FUNDS

There is a variety of fund types available to meet all your clients' needs.

UNRESTRICTED FUNDS

Unrestricted funds are created for those who care about the community beyond their own lifetimes. These funds enable the Foundation to respond to the community's changing needs and emergencies, to support the creation of innovative responses to community problems, and to enhance the quality of community life. They also allow donors to create a living legacy that will grow and change as the community does.

FIELD OF INTEREST FUNDS

These funds support a particular area of concern to the donor, such as the arts, education, or social services. The Foundation awards grants to the most effective programs or organizations within the specified field of interest. Your client may also direct that grants be made only in a specific geographic area.

DONOR ADVISED FUNDS

These funds provide maximum convenience and flexibility by enabling donors to make contributions to charitable organizations in both lean and profitable years. Through donor advised funds, your clients can make suggestions for distributions to specific charities. This fund allows donors to support one charity or numerous charities of their choice through one simple donation.

DESIGNATED FUNDS

Designated funds ensure that permanent support will be provided to specific charities named by the donor. Your clients may establish a designated fund to endow the charitable giving that they have enjoyed throughout their lifetimes. If any of the named organizations cease to exist, the Foundation will ensure that the donor's charitable goals are continued.

AGENCY ENDOWMENT FUNDS

This fund type holds assets given by a charitable organization to endow the future of the work that it does. Agency endowment funds are established by the nonprofit agency, but anyone interested in ensuring the future welfare of the agency may add to these funds.

SCHOLARSHIP FUNDS

An individual, a corporation, or a group of people, such as a civic club or trade association, may establish these funds. Scholarship funds provide financial support for education.

With over 25 years of experience supporting nonprofit organizations, our Program department is available to help you at any time with your philanthropy.

FUND TYPE COMPARISON

TYPE OF FUND	HOW CREATED	REASON FOR SELECTION	AREAS OF INTEREST AND TYPE OF SUPPORT
UNRESTRICTED	Direct gift or bequest.	Client wants to serve the community beyond his or her own lifetime.	Any area of interest.
FIELD OF INTEREST	Direct gift or bequest.	Client wants to perpetually support favorite causes, like animal welfare or education.	Client states an area of interest and type of support.
DONOR ADVISED	Client recommends grantees periodically.	Client wants to give with efficiency and convenience.	Client recommends areas of interest and type of support.
DESIGNATED	Direct gift or bequest.	Client wants to perpetually support favorite organizations, with assurance that intentions will be honored.	Client names agency and type of support; Foundation staff monitors for compliance.
AGENCY ENDOWMENT	Nonprofit agency establishes fund for its own benefit by direct gift.	Agency wants to protect its endowment and benefit from investment economies of scale.	Agency decides how the funds will be used.
SCHOLARSHIP	Client establishes fund and criteria.	Client wants to memorialize a loved one, build employee morale.	Client may limit areas of study, grants may be scholarships or fellowships.



GIFTS ACCEPTED

Oftentimes the opportunity to discuss philanthropy with your client occurs when a major business or personal decision is being made. Perhaps your client has sold a business, is writing a will and planning retirement, or contemplating the sale of commercial real estate or other major assets. The Greater New Orleans Foundation can be your resource to maximize these financial opportunities for your client and the charitable causes they care about most.

CASH

Cash, usually in the form of a check, is the most common and easiest way to establish a fund or add to an existing fund.

GIFTS OF APPRECIATED ASSETS

Stocks and bonds, including restricted stock, pre-IPO stock, mutual funds, certain closely held stock and readily marketable real estate, qualified retirement assets, life insurance policies – a wide variety of assets may be used to establish a fund, add to a fund or create a planned or legacy gift.

GIFTS FROM A PRIVATE FOUNDATION

A private foundation can make a grant to any fund at the Greater New Orleans Foundation or transfer its assets to a donor advised fund or supporting organization to alleviate tax and administrative burdens.

A wide variety of gifts can be accepted by the Foundation, subject to its gift acceptance policies.

PLANNED GIVING

Planned giving through the Greater New Orleans Foundation is an excellent way to leave a legacy through a named fund while realizing significant financial and tax benefits for your clients.

GIFTS BY WILL OR TRUSTS

What causes do your clients care about most? A bequest ensures that as their wills mature, their favorite charities will be supported beyond their lifetime through a fund in their name. Bequests can be made by will or revocable trust and receive an estate tax charitable deduction.

GIFTS OF RETIREMENT PLAN ASSETS AND LIFE INSURANCE

Helping your client to avoid estate and income taxes associated with retirement plan assets can be accomplished by designating the Greater New Orleans Foundation as a beneficiary. Also, as the owner and beneficiary of a paid-up life insurance policy, your client can designate a fund at the Foundation to receive the asset, and qualify for an income tax deduction in the process.

GIFTS THAT PAY YOU INCOME

Charitable remainder trusts provide an income stream for life or a fixed number of years. At the end of the term, the remaining assets pass to an endowed fund at GNOF. Charitable remainder trusts are ideal for gifts of cash and appreciated property.

Charitable gift annuities enable your client to receive a fixed, guaranteed income for the rest of his or her life and/or the life of another person after a permanent gift to the Foundation is made. The donor can start receiving income immediately or defer payments until a later date. At the end of the annuity period, the remaining value of the gift goes to an endowed fund of his or her choice at the Foundation.

PASSING WEALTH TO A SECOND GENERATION

Charitable lead trusts are excellent vehicles for passing wealth to children or to other beneficiaries with reduced gift and estate tax consequences. Assets are transferred to a trust and payments are made immediately (in a fixed amount or percentage of assets) to a fund at the Foundation for a term of years or during the lives of named individuals. At the end of the term, the remaining assets are returned to the individuals specified.





CORNERSTONE COUNCIL

In order to better serve you, your clients, and existing donors, the Greater New Orleans Foundation created the Cornerstone Council, a forum of regional professional advisors. Members—including accountants, lawyers, investment managers, and financial planners and advisors—help us gather and disseminate knowledge, perceptions, and input from experts in the field of estate and financial planning.

MEMBERSHIP ELIGIBILITY

Open to professional advisors in the following fields:

- Accounting
- Financial Planning/Advising
- Insurance
- Investments
- Law
- Philanthropic Planning/Advising
- Trust Management

BENEFITS

Membership on the GNOF Cornerstone Council provides invaluable educational and networking opportunities among an elite group of professional advisors as well as immediate access to a breadth of philanthropic resources and expertise.

PHI•LAN•THRO•PY

1. The effort or inclination to increase the well-being of humankind, as by charitable aid or donations.
2. Love of humankind in general.
3. Something, such as an activity or institution, intended to promote human welfare.

Let us be your partner in philanthropy.



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YOUR PARTNER IN PHILANTHROPY

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