Information for Professional Advisors

Momentum Waikato Community Foundation is grateful for the support we receive from our Professional Advisors, working alongside clients to enable thoughtful giving that benefits the Waikato.

Research tells us that more and more people are leaving a percentage of their estate to a charity, project or area of interest. Because Momentum Waikato is a local organisation, we understand our communities and how your clients can collectively make the greatest impact for our region.

The role of the Professional Advisor in charitable giving is to listen to their clients and guide them through the options if they choose to make philanthropy an integral part of their financial and estate planning. Momentum Waikato respects the relationships you have as an advisor with your clients and will work alongside you to connect them to the causes they care about most.

You can play a vital role by giving your clients, members, board and/or staff the opportunity to consider the benefits of bequests. Suggesting philanthropy requires a delicate and deliberate approach and it can be difficult to know where to start. Your conversations with your contacts are a significant opportunity for them to learn how their support can assist their community.

Why ask your clients to leave a legacy?

- *A bequest continues their contribution to the region that has supported and enabled them through their life and career.*
- *Charitable giving can generate tax benefits for them.*
- *They may be looking for ways to give back to society, but don't know how to make this happen or who can support them.*
- *They may not think the amount they can leave is sufficient to make a difference, so can be introduced to the idea that pooling their funds with others will make a significant difference.*
- *Facilitating their giving is a way you can help support the community you live and work in.*

It is important you recommend to your clients that they seek independent legal advice before giving, so they do not feel unduly influenced.

What's the strategy for connecting with clients?

- **Letter**: Write directly to your clients/members, asking the question 'have they considered leaving a bequest'? Provide relevant information and suggest some simple relevant language.
- **Advertisements**: Include an ad in your organisation's newsletter that encourages clients or members to consider leaving a bequest.
- **Articles**: Include actual stories of people who have left bequests in your newsletter, website, blog or social media, so they can inspire others to follow their example.
- **Momentum Waikato Presentation**: Momentum Waikato staff and Board members can visit your organisation to engage with staff and clients.

How does the conversation start?

Simply asking questions such as "Do you have any causes or community needs you would like to consider supporting?" and/or "What is the change you want to see?".

Then discuss their values, activities, and/or any organisations that have helped them achieve their goals and success.

Some key clarifications!

What is a bequest? A gift made to an organisation through a Will.

When and how to use bequests? A bequest is a long-term plan that, when realised, will provide an immediate and/or ongoing income to an organisation.

Bequests can be used for almost anything. The donor may or may not specify how the funds are to be used. However, it is wise to allocate a portion of the funds to an endowment fund, which will generate a steady income stream and honour the donor's gift into the future.

At Momentum Waikato, we can provide the philanthropic advice you need to help your client achieve their charitable goals. We look forward to working alongside you.

For further assistance, please contact:
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Momentum Waikato is registered with the NZ Charities Commission #CC49535

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