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# Philanthropy **Matters**

NOVEMBER 2015



## Giving with Impact

 **The Community  
Foundation for Ireland**  
*Connecting people who care with causes that matter*

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32 Lower O'Connell Street,  
Dublin 1, Ireland

Tel: 01 874 7354

Fax: 01 874 7637

Email: [info@foundation.ie](mailto:info@foundation.ie)[www.communityfoundation.ie](http://www.communityfoundation.ie)

CHY 13967

Follow us on

<http://twitter.com/CommunityFound><http://www.facebook.com/CommunityFoundationIreland>

## Message from Chief Executive

### Giving with Impact



Do you have a desire to improve life in Ireland? Philanthropy is a personal expression of who you are and what you care about. Giving to causes that matter through The Community Foundation for Ireland enhances the lives of those in need but also enriches the lives of those who give. We help you make the impact you want to, now and in the future, by bringing together people and organisations to help solve critical issues in our community.

We are a philanthropic organisation which seeks just and progressive social change. We help donors to make a lasting impact by acting as a catalyst to address tough societal problems and to build stronger communities. We are part of a worldwide network of over 1,800 community foundations. Established in 2000, we are here for the long term and operate within a proven model of philanthropy which is over 100 years old. It's a model of giving that works.

The theme of this newsletter is "Giving with Impact". We feature Donor Advised Funds, the fastest growing charitable vehicle internationally, reflecting donors' desire to support strategic social change.

We also discuss legacy giving. Leaving a legacy in your will to The Community Foundation is a very effective way to continue your tradition of generous giving by pledging support that will help improve the quality of life of the next generation, after your lifetime.

If, like many people, you tend to focus your charitable giving around Christmas, why not contact us now to review your philanthropic giving and see how you might optimise your philanthropy throughout the year? We would be delighted to talk with you in confidence at any stage.

With all best wishes,

**Tina Roche**  
Chief Executive

The Community Foundation for Ireland



## Legacy giving

If you are thinking of leaving a legacy in your will to charity and want to ensure the greatest impact for causes and communities in Ireland, why not think of The Community Foundation for Ireland? After your loved ones are taken care of in your will, you may wish to consider how else you would like to leave your mark on the world.

*"You really need to be able to take a broad sweep in addressing complex issues such as social isolation, loneliness and many other causes in our communities. This is what The Community Foundation for Ireland works for: addressing deficits in our communities and finding effective solutions."*

*Donor with The Community Foundation for Ireland*

Download the new legacy brochure at [www.communityfoundation.ie](http://www.communityfoundation.ie) or contact Ann Howgego at [ahowgego@foundation.ie](mailto:ahowgego@foundation.ie) or 01 874 7354

## 5 REASONS to leave a legacy gift to The Community Foundation for Ireland

1. **Your legacy will have far-reaching impact.** We see the big picture. We have in-depth knowledge of and a working relationship with over 3,000 organisations across the social sector, mainly in Ireland.
2. **Your gift will be strategic.** We are about many causes, not just one. We work towards being a centre of influence in our community and often team up with other philanthropic funds and donors to have even greater impact.
3. **We are here for the long term.** Community Foundations are over 100 years old and exist to underpin the changing needs of society, in perpetuity. It's a model of giving that works.
4. **Your legacy will be cared for.** We are one of the biggest grant-making organisations in Ireland and thoughtfully care for the assets entrusted to us, investing them in people, ideas and activities that strengthen our communities.
5. **Your gift will be discreet.** You don't have to tell us if you leave a gift to The Community Foundation for Ireland, but if you do, it will help us plan future work.





## DONOR ADVISED FUNDS

### The fastest growing charitable giving vehicle

One of the most significant trends in the world of philanthropy is the growth in the number of families participating in philanthropy, with many individuals and families approaching their charitable giving in a more structured way, as demonstrated by the huge growth in family foundations and Donor Advised Funds. The latter have become philanthropy's fastest growing vehicle in the United States where there are now in excess of 200,000 such funds – with a 34% growth rate in the past seven years. There has also been significant growth in these types of funds in the UK.

Community foundations are pioneers in the management and administration of Donor Advised Funds. These funds are charitable giving vehicles administered by a third party, such as The Community Foundation for Ireland, and created for the purpose of managing charitable donations on behalf of an organisation, family, or individual. A Donor Advised Fund offers the opportunity to create an easy-to-establish, low cost, flexible vehicle for charitable giving as an alternative to direct giving or a private foundation.



## Setting up a Donor Advised Fund – how does it work?

### Starting a fund

A donor makes a gift (€25,000 is normally the recommended initial sum) in cash or shares. Management fees are agreed up front and there are no hidden charges.



### Save time and money

As the name suggests – with a Donor Advised Fund, the donor advises how they wish to make their charitable donations while The Community Foundation handles the rest. It delivers a significant cost and time saving compared with setting up a charitable foundation or trust. Our staff handles all administration, carries out due diligence on the charities you choose to support, prepares a portfolio of options for you to fund and measures the impact of your funding.



### Privacy and anonymity

Many of our donors choose to give through a Donor Advised Fund because it safeguards their privacy and anonymity. It ensures that they can support non-profit organisations and charitable causes in a low key way, whilst at the same time building a good relationship with the projects they support and receiving clear feedback as to the outcome of their donation.



### Tax

Any eligible income tax relief will accrue directly to the Donor Advised Fund. For example, a donor makes a donation of €10,000 to their Donor Advised Fund. If eligible, the tax relief, grossed up at 31% on that donation, will accrue directly to the donor's fund (once it has been claimed back from The Revenue Commissioners) resulting in a revised balance of €14,493 in that fund to disperse to charitable causes.



### How one family gives back to their community: The Callery Family Fund

Jim Callery is a successful entrepreneur and is also well-known for his involvement in the restoration of Strokestown Park House and the Irish National Famine Museum in his home county of Roscommon. In 2004, Jim and his family set up The Callery Family Fund at The Community Foundation for Ireland. Jim, describing their motivation for giving back, said:

*"People who have made some money or a lot of money themselves generally have very little time during their working lives to consider the needs of others. It is only as you get older*

*in life that you begin to realise these things. I think, when you and your family are provided for, there is a duty to be helpful to others in a financial way. So when I came across The Community Foundation for Ireland I thought that this was an ideal and very tax efficient way to channel funds to local efforts among one's own community."*

Jim and Adeline Callery received The Brian Wilson Philanthropist of the Year Award in 2015 for their generous support for projects in Roscommon that support education and the arts.



Jim and Adeline Callery receiving The Brian Wilson Philanthropist of the Year Award



### Supporting education through a Donor Advised Fund

Supporting education is often a priority for those who want to give back to society and The Community Foundation for Ireland has extensive experience of working with donors in this area.

One donor with a family fund at The Community Foundation for Ireland has a strong interest in education and has been supporting Holy Spirit Girls' National School in Ballymun, for three years to run a music and afterschool programme.

Overall the project benefits 178 pupils per year and 500 people including parents and the wider community. The donor has

provided a total of €30,000 over the past three years.

Another donor is taking a different approach to supporting education by targeting support to 10 secondary schools in North Cork through the Tomar Schools Programme. Now in its second year, the programme supports a set of targeted initiatives in the selected schools in areas like sport, drama, career guidance and support for students.

Our Grants Team works with donors to select projects in areas such as education which make best use of the donations and optimise

impact. Crucially, the team provides feedback to donors on the impact of their gift.

*"I am concerned about the growing ghettoisation of our communities – it is only through education that people can be independent, make the most of their talents and carve out a good life for themselves."*

*Donor with education fund at The Community Foundation for Ireland*

To discuss possibilities, in confidence, contact Jackie Harrison at [jharrison@foundation.ie](mailto:jharrison@foundation.ie) or 01 874 7354



Pictured at the launch of the Entrepreneurs Report-Tina Roche, CEO The Community Foundation for Ireland, Louis FitzGerald, Chair, The Community Foundation for Ireland, Patrick Farrell, Head of AIB Private Banking and Nora Lillis, Partner, William Fry

## How entrepreneurs view philanthropy in Ireland

Earlier in 2015, The Community Foundation for Ireland launched a new report: 'Giving & Gaining: How Entrepreneurs View Philanthropy in Ireland'. The study is based on independent research supported by AIB Private Banking.

Relatively little is known about philanthropy in Ireland – in terms of more strategic, structured and purposeful giving. In particular, little is known about philanthropic donors or those with the propensity to give. This report on 'Giving and Gaining - How Entrepreneurs View Philanthropy in Ireland' provides insights into one such group.

The Community Foundation for Ireland is aware of the particular impact that successful entrepreneurs are having on the world of philanthropy and in this study was interested to explore philanthropic giving by Irish entrepreneurs

in the light of significant entrepreneurial success in Ireland in the last 15 years. Through the support of AIB Private Banking, The Community Foundation commissioned Sia Partners to undertake a study of entrepreneurs.



Positively, despite relatively low engagement in structured and strategic giving to date, the study finds that there is a clear appetite for engaging more in philanthropy amongst many entrepreneurs. There is also an interest in seeing certain trends and supports, which have encouraged entrepreneurs to engage in philanthropy globally, replicated here in Ireland.

Download the report at [www.communityfoundation.ie](http://www.communityfoundation.ie) or if you would like to receive a hard copy of the report and learn more, contact Jackie Harrison at [jharrison@foundation.ie](mailto:jharrison@foundation.ie) or 01 874 7354



### Giving with impact at Christmas

The Christmas period is a busy one at The Foundation with many of our donors seeking to support good causes, particularly charities addressing the issue of homelessness. In addition, it is often the time of year when those with family funds reflect on their giving over the past year and set out plans for the next year. In 2014, two donor families, who were seeking to support a specific purpose in relation to homelessness rather than make a general donation, agreed to co-fund a project in Merchant's Quay Ireland (MQI).

While MQI already have a nurse on staff during daytime operating hours, they hadn't the funds to offer the same care to men and women who use MQI's Extended Day Service (EDS) in the evenings. These are often the most fragile clients of all – the newly homeless, people without medical cards, and those who have no bed for the night – so coming to the EDS is their only access to medical help. Through the two families' support, this service is now in place.

The Foundation has insights and a working relationship with over 3,000 non-profit organisations at a national, regional and local level throughout Ireland. The Community Foundation for Ireland works closely with its donors to identify projects and organisations where a Christmas donation can have a measurable and often year-round impact.

To find out more contact Jackie Harrison at [jharrison@foundation.ie](mailto:jharrison@foundation.ie) or 01 874 7354

### Encouraging larger scale giving

Informed by its work with donors and its recent research report 'Giving and Gaining: How Entrepreneurs View Philanthropy in Ireland', The Community Foundation for Ireland has identified a number of policy recommendations which would encourage larger scale philanthropic giving in Ireland. Firstly there is a need to ensure more supportive fiscal arrangements – including that eligible tax relief would accrue to the donor in respect of gifts in excess of €5,000, as well as reinstating the relief at the higher tax rate rather than the current blended rate of 31%.

Secondly, The Foundation sees the need to encourage a longer term perspective in relation to philanthropic giving. Consideration should be given to introducing a match challenge scheme to encourage the development of endowed funds as a perpetual source of support to communities. An example of such a targeted approach operated in England in recent years to help kick start endowment building for communities.

### Working with other trusts and foundations

A growing dimension to the work of The Community Foundation is collaborating with other charitable organisations, including charitable trusts and foundations and charities. We administer funds on their behalf, drawing on our experience in operating endowed funds or our expertise in grant-making at a grassroots level.

Trustees, directors and philanthropic funders may be interested in exploring opportunities for collaboration:

- When there are shared funding interests
- If a trust or foundation does not have any administrative resources of its own
- The trust or foundation is getting started and "learning the ropes" or indeed, is long established and would like to revitalise or refresh their philanthropy
- The trust or foundation is thinking about its longer term future and is looking for a sustainable way to maintain its funding or to spend down its resources
- Trustees or directors are reviewing the governance of the resources of the organisation and how to best meet regulatory requirements in particular in the context of the Charities Regulatory Authority
- The trust or foundation is interested in collaborative funding and optimising resources and outcomes.

If you would be interested in discussing how your organisation might collaborate with ours, please contact Jackie Harrison at [jharrison@foundation.ie](mailto:jharrison@foundation.ie) or 01 874 7354

## How to find out more

- **To download** any of the reports mentioned in this newsletter or to find out more about how The Community Foundation for Ireland supports donors, visit our website: [www.communityfoundation.ie](http://www.communityfoundation.ie)
- If you would be interested in receiving an invitation to our events such as the **Philanthropist of the Year Awards**, forthcoming seminar on **Family Philanthropy** or our **Opportunities for Philanthropy workshops**, just let us know.
- Feel free to **contact** us on 01 874 7354 in confidence at any time.

### About The Community Foundation for Ireland

The Community Foundation for Ireland (CFI) was established in 2000 and is part of a global network of over 1800 community foundations. CFI empowers people and organisations who want to make a difference through a model of philanthropy that is based on trust, effectiveness and impact. Since 2000, CFI has made grants on behalf of donors of over €20million mainly in Ireland.

### Our leadership and governance

#### Leadership

The Board of Directors comprises volunteers representing the diversity and broad interests of our community. They provide the leadership to conduct the business affairs of The Community Foundation for Ireland. They are all community leaders chosen for their experience and knowledge of Ireland's needs as a society.

Chairperson: Louis FitzGerald

Directors:

Barry Connolly

Mike Gaffney

Brian Geoghegan

Richard George

Eamonn Heffernan

Dr. Brian Keogh

Anna Lee

Máire O'Connor

John Rockett

Roddy Rowan

#### Governance

Integrity is a core value of The Community Foundation for Ireland in terms of accountability, transparency and strong governance for those who entrust their funds to our stewardship. Accordingly, within The Foundation, transparency and accountability are constant priorities of the Board, its dedicated Finance, Audit, Investment and Governance Sub Committee and staff. For detailed information on all aspects of our governance and compliance, please see [www.communityfoundation.ie](http://www.communityfoundation.ie)



**The Community  
Foundation for Ireland**

*Connecting people who care with causes that matter*