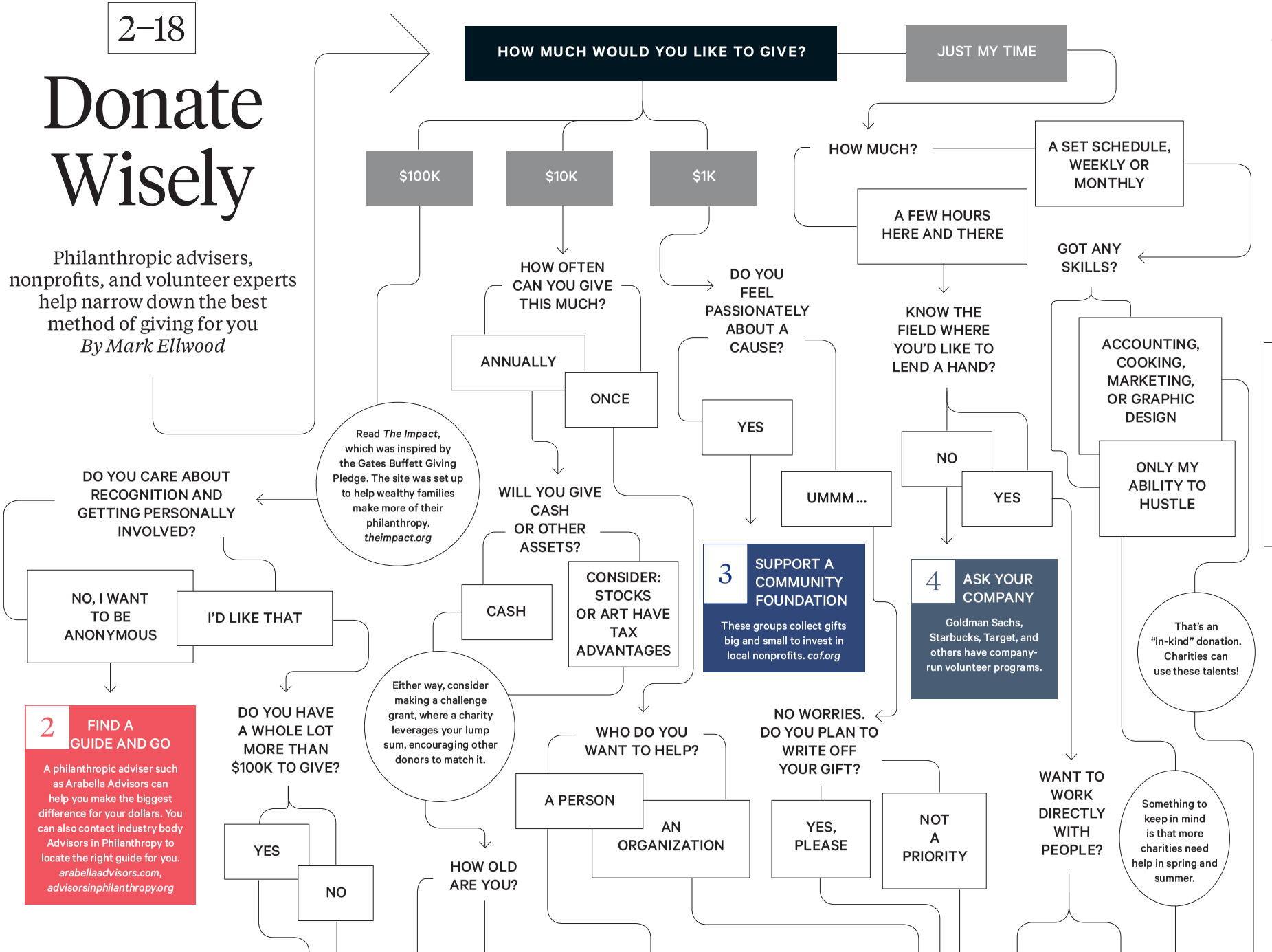
2–18

Donate Wisely

Philanthropic advisers, nonprofits, and volunteer experts help narrow down the best method of giving for you

By Mark Ellwood



At this level, you need a strong guiding hand such as the Rockefeller Philanthropy Advisors. *www.rockpa.org*

HOW MUCH?

LESS THAN $20M

MORE THAN $20M

YOUNGER

OLDER

HOW IMPORTANT ARE TAX DEDUCTIONS?

NOT VERY

IMPORTANT

DO YOU HAVE MORE THAN $10K TO GIVE?

YES

NO

NO

YES

5 SET UP A SCHOLARSHIP

Work with a local charity to award $2,000 annually for the next five years.

6 CHECK OUT RESOURCE GENERATION

This well-informed donor network is expressly aimed at younger would-be do-gooders. *resourcegeneration.org*

7 SET UP A TRUST

A charitable lead trust with a firm such as Merrill Lynch will allow you to reduce the tax burden on your heirs. With it, you can first donate a portion of the trust's income to nonprofits you'd like to support while you're still alive. *merrilledge.com*

Did you know Mark and Priscilla Zuckerberg like to invest in world-changing ventures, whether or not they're nonprofits? *chanzuckerberg.com*

8 CREATE A FOUNDATION

Foundation Source will give you a comprehensive guide to how these organizations work, and your philanthropic advisers will guide you through the process. *foundationsource.com*

9 JOIN A NONPROFIT BOARD

Charities large and small have boards, whose members steer strategy, approve budgets, and raise funds. It's a great way to hone leadership skills and make connections. You'll agree to commit a set amount of your time and to a "give-get," or a fixed figure you'll have to donate or raise each year. Depending on the size of the organization, this can be in the thousands or tens of thousands of dollars.

10 USE A DONOR-ADVISED FUND

A big money manager such as Fidelity Charitable or Schwab Charitable have funds that allow you to grow your money, donate at your own pace, and enjoy tax benefits. Community funds often host DAFs, too, that emphasize local philanthropy. *fidelitycharitable.org, schwabcharitable.org*

Don't forget to check if your company will match your gift!

11 FIND A COMFORT ZONE

Give Gab or Volunteer Match will connect you to hordes of local groups. *givegab.com, volunteermatch.org*

12 HELP THE ELDERLY OR MENTALLY ILL

These are two areas that always need hands. *mealsonwheelsamerica.org, mentalhealthamerica.net, nami.org*

75 percent of people at this level find ways to give on Facebook. Ask your friends!

Why not form a giving circle and involve people to increase the size of your gift? *givingcirclesfund.org*

13 INVEST IN A B CORP

Ethical, fair trade-certified B Corp startups, which apply nonprofit sensibilities to the for-profit sector, can be great investment opportunities. Look for information and inspiration at the Community of Certified B Corporations. *bcorporation.net*

TIP: TRY MOTIVATIONAL CARDS

Not sure what's most important to you when it comes to doing good? These cards will help you focus and strategize. *TKTK*

14 MAKE A ONE-TIME CAPITAL OUTLAY

Call up a charity you like and see what they can do with a lump sum gift—say, buy a vehicle. Use Guidestar to check the bona fides of any charity before supporting it. *guidestar.org*

15 GIVE TO KIVA OR HEIFER INTERNATIONAL

These charities offer small, specific, and significant ways to fight hunger and poverty. *kiva.org, heiferinternational.org*

16 LOOK INTO CROWDFUNDING

Platforms such as GoFundMe and GiveForward provide direct chances to help others. *gofundme.com, giveforward.com*

17 THINK LOCAL

Search for a charity nearby that shares your interest on Idealist. Proximity will make it easier to commit in the long run. Then call up the volunteer coordinators! *idealist.org*

18 OR BECOME AN ADVOCATE

Charities often need people to call elected officials on their behalf or seek out donations from local businesses.

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