A How-To for Personal Philanthropy

Feed the hungry
Serve the elderly
Support young artists
Train health care workers
Clean New York's air
Fund medical research
Nurture urban farms
Help struggling children
Assist disabled veterans
Expand the arts in schools
Care for LGBT teens
Redesign homeless shelters
Develop nonprofit leaders
Improve public education
Keep people out of jail
Increase wind power
Keep service animals healthy
WHY JOIN US?

The New York Community Trust connects generous New Yorkers with nonprofits that make this region a better place to live and work.

We are the community foundation for New York City, Westchester and Long Island.

Our grants, made possible in part with money left through bequests, improve the lives of all New Yorkers, especially those in need. And we’ve done this for nearly 100 years.

You name a cause, and chances are we fund it—from helping people in poor neighborhoods to nurturing the arts, from making our schools better to protecting our environment.

SPECIAL ISSUE: GUIDE TO GIVING

Where There’s a Will, There’s a Way
You can help make New York better—starting today

Have you decided what to do with your money when you no longer need it? Will it go to your children... your favorite charities... a fund in The New York Community Trust? Perhaps all three?

We often hear from New Yorkers who are writing (even re-rewriting) their wills. They choose The Trust because it has a record of addressing New York’s needs while honoring donors’ wishes. If you want to help the elderly or young artists, or make neighborhoods in Queens better, we can do that.

This guide gives a glimpse of our many services, along with tax-saving advice (page 6) and tips on giving effectively (on every page).

If you want to take us on a test run, give to our Annual Fund. Just send a check to help meet New York’s critical needs.

Now in its third year, the fund has helped teenagers train for good jobs, families avoid eviction, and the homeless find homes. Of course, we’ll let you know how your contribution helped. Please call or email us today.

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QUIZ: What’s Your Charity IQ?

1. Approximately how many public charities call New York City and its suburbs home?
   a. 10,000
   b. 21,000
   c. 44,000

2. Individuals, families, and companies have set up more than 2,100 charitable funds in The Trust. These donors include:
   a. A founder of a private equity firm
   b. A taxi driver
   c. A professional golfer
   d. A registered nurse
   e. A Rockefeller
   f. All of the above

3. Only one of these charities is real. Which one?
   a. Disabled Veterans of America
   b. Long Island Responds
   c. GallopNYC
   d. New Jersey Youth Club

4. Residents of which borough give more to charity, Brooklyn or Queens?

5. You can use a community foundation like The New York Community Trust to:
   a. Streamline your charitable giving and eliminate paperwork
   b. Support the causes you love in your will
   c. Learn about effective nonprofits working on the issues you care about
   d. Meet other charitable New Yorkers at donor events
   e. Get your family involved in philanthropy
   f. Turn copyrights, artwork, and other assets into charitable gifts
   g. All of the above

For answers, see page 7.
Three Ways to Create a Legacy

The Trust can help you custom-build a fund to honor those you love and the causes you care about. Some examples:

A VISION FOR CHARITABLE REMAINDER TRUSTS

WHO: David Warfield, a Broadway and vaudeville actor who went blind in old age.

FUNDS CREATED: One, with his wife, to benefit New York City, and one to help those with vision problems.

ASSETS USED: Charitable remainders from trusts set up for his wife and sisters.

IMPACT: His gifts help young people in poor neighborhoods get vision screenings and free eyeglasses, and trains those with visual disabilities for jobs.

A LIFE INSURANCE POLICY WELL SPENT

WHO: Barbara Scott Preiskel, the second black woman to graduate from Yale Law School, who fought for social justice.

FUNDS CREATED: By her husband and friends, to continue her legacy of generosity to nonprofits.

ASSETS USED: A life insurance policy and memorial gifts.

IMPACT: Her fund helps teachers and principals improve struggling schools. It also supports the training of school-age journalists who cover global social issues for young readers.

A BEQUEST THAT NURTURES YOUNG ARTISTS

WHO: Art lovers Edward and Sally Van Lier.

FUNDS CREATED: To advance the careers of talented, needy young artists.

ASSETS USED: A bequest that included real estate.

IMPACT: Through The New York Community Trust Van Lier Fellowships, nearly 2,000 young artists have received mentoring and stipends. Fellows have gone on to win a MacArthur “genius” grant and a Pulitzer Prize.
WHY I GIVE

I worked for a leading bank for 18 years and traveled the world—always analyzing, always living in my head. I found yoga and learned that the highest calling in life is to serve and, in the process, to live an extraordinary life. Those of us who are more blessed than others often want to give back in a holistic, meaningful way. I started a fund at The Trust, where donor briefings keep me up-to-date about New York’s needs and the best ways my giving can make an impact.

Carlos Lu, who grew up in the Philippines, runs a wholesale food business and teaches yoga.

We can help you make the most of your giving—whether you’re updating your will, memorializing a loved one, or you simply want to streamline your giving and tax receipts.

How to Create Your Fund

1. **Decide what to give:** You can create a fund using cash, publicly traded stock, retirement plan assets, closely held stock, copyrights, and life insurance. In some cases, you can give art and real estate. We’re experts in working with charitable remainder trusts and charitable lead trusts, and dissolving private foundations into funds at The Trust.

2. **Decide when to give:** Do you want to start a fund for giving today? Or defer your gifts through a will or planned-giving vehicle? You can do either, or both.
Your legacy is our job. You pick the causes. We do the work. Call Jane Wilton at (212) 686-2563.

The Way I Give

When I die, a portion of my life insurance policy will go to a fund in The Trust to help underserved children get quality education and health care. The Trust’s program staff has the expertise to choose the best nonprofits to help those causes in a way that I and my grown children can’t. I feel very comfortable that some of my life insurance will ensure that girls and boys get a good start in life.

Charlynn Goins, chairman emerita of The New York Community Trust, is a lawyer and former chairman of NYC Health + Hospitals.

3. **Contact Jane Wilton**, our expert in tax and estate planning, at (212) 686-2563. She can help you decide what type of fund or funds suit you and your family. If you’re creating a permanent fund, she can help you draft language in your will that makes the most of your charitable goals.

4. **Get ready to give**: We’ll send you an agreement to sign and help you transfer your gift. It’s that simple.

*FOR THOSE CREATING PERMANENT FUNDS*: We can provide the legal language to your advisor to add to your will, revocable trust, IRA, or other documents.

*FOR DONOR-ADVISORS*: You can name other advisors who may succeed you in recommending grants. As soon as we have your fund agreements and gift, you can suggest grants on our easy-to-use online donor portal, or by mail.

*Charlynn Goins, chairman emerita of The New York Community Trust, is a lawyer and former chairman of NYC Health + Hospitals.*

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**TIP #3**

Set up a fund—and remain anonymous so you can avoid fundraising letters from charities.

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do the work. Call Jane Wilton at (212) 686-2563.
What’s a good way to help people use charity to reduce taxes?
I advise people to use the right assets. For instance, appreciated stock that has been held for more than a year: You avoid capital gains taxes, yet your charitable income tax deduction is usually the full value of the stock. Compared to a check from your bank account, a gift of stock offers more bang for your buck.

What about deferred gifts?
Charitable remainder trusts are good tools for those who want a charitable deduction right away, but would like to wait until family and friends are taken care of before the gift is made. The charitable income tax deduction is based on the charity’s future interest. We often see these used at The Trust to create permanent funds that support grantmaking to help improve life in our city (like the funds on page 3).

Where do tax and retirement planning intersect with giving back?
By the time they’re ready to retire, many people find they don’t need all their IRAs or life insurance policies. And their grown children are independent (hopefully!). It’s easy to name The New York Community Trust as a beneficiary—in fact, you don’t even need to update your will to have distributions made from an IRA, or to transfer ownership of a life insurance policy.

What are the advantages of giving an IRA or life insurance policy?
By taking advantage of the “IRA charitable rollover,” a donor excludes the distribution amount from ordinary income instead of taking a charitable deduction. The IRA charitable rollover provisions don’t apply to a gift to a private foundation or donor-advised fund, but there’s good news: Donors can use them to create permanent funds that support the causes or communities they love, in perpetuity. In the case of an insurance policy, the donor may be entitled to a deduction for his or her basis in the policy.
1. Answer: (c) The latest number of nonprofits in the NY metro area is about 44,000, including 31,000 in the five boroughs. These figures include public charities such as hospitals, community groups, and churches, but not private foundations. New York’s nonprofit sector is vast and ever-changing. We can help you find the most effective groups.

2. Answer: (f) All of the above. Donors of all kinds use The Trust. We have funds that were started with $75 million, but our minimum to start a fund is $5,000.

3. Answer: (c) GallopNYC is a real group (with our support, it helps riders with disabilities and provides a comfortable home for retired horses). The other three groups are fraudulent and are not IRS registered tax-exempt organizations, yet they have solicited charitable contributions from other groups. At The Trust, we make sure grants go to legitimate groups with sound finances and governance.

4. Answer: Brooklyn residents gave almost double what Queens did: $1.5 billion to $826 million in the latest year available (2013).

5. Answer: (g) Community foundations like ours are expert in finding the right charitable solution for every donor. There’s a reason why referrals from our current donors are our biggest source of new funds.

**YOUR SCORE:** 5 questions right? You’re a nonprofit guru!
1-4 questions right? Come to our donor briefings to learn more.

Sources: Charity Navigator; National Center for Charitable Statistics; New York State Charities Bureau

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**The Choice Is Yours, and It’s Simple**
*Match your resources to your charitable goals*

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**TIP #6**
If you already have a donor-advised fund, consider a bequest, so your money helps others—forever.
GIVING THROUGH THE TRUST IS:

EASY

It takes very little paperwork. Most funds are established by a letter of agreement or a paragraph in a will. We work with people with every kind of philanthropic interest.

SMART

We do our homework, making sure that grants are made to well-run nonprofits doing important work.

DEDUCTIBLE

Because The New York Community Trust is a public charity, donors get the maximum deductions allowed by law.

To learn more about setting up a fund, contact Gay Young (212) 686-2234, gy@nyct-cfi.org or Bob Edgar (212) 686-2564, rve@nyct-cfi.org