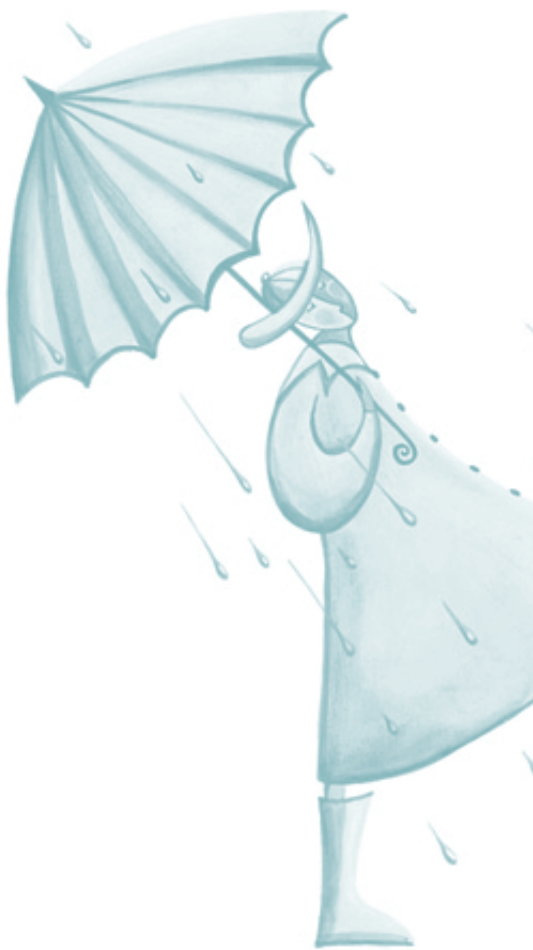




INFORMATION FOR ATTORNEYS AND FINANCIAL PLANNERS



*Let your legacy
make a difference in
Chester County*

ASK THE PHILANTHROPY QUESTION

Chester County is the wealthiest county in the Commonwealth. Our average household income is \$65,295. Compare this to \$40,106 for Pennsylvania households, \$47,381 for Delaware households, and \$41,994 for the typical U.S. household (per the U.S. census).

However, despite our wealth, we are not as generous as we could be. Our Pennsylvania "generosity factor" is 1.7%, meaning that if you compute individual contributions as a percentage of adjusted gross income, we are below the U.S. average of 2.0%. We are also less generous than the Delaware average of 2.1%

Furthermore, in looking at the average amount individuals bequeath to charity, over a five year period Pennsylvanians bequeathed an average of 30% less to charities than the typical U.S. citizen. It is high time for Chester County to come forward and do its part.

At the Community Foundation we encourage professional advisors to ask the philanthropy question when undertaking estate planning and financial planning with clients. But since people have extremely different motivations for making charitable contributions, it can be perplexing territory. Per **Seven Faces of Philanthropy**, written by Russ Alan Prince and Karen Maru File, here are some observable distinctions to keep in mind as you work with your clients.

COMMUNITARIANS comprise 26% of givers. For them, *"Doing Good Makes Sense."* Typically, they are sharp and successful business people who want to give something back to their community for all the advantages they have received.

DEVOUTS comprise 21% of givers. For them, *"Doing Good is God's Will."* Because honesty and trust are valued so highly, they generally take the claims of the charitable cause on faith.

INVESTORS comprise 15% of givers. For them, *"Doing Good is Good Business."* Investors give with one eye on the cause and one eye on personal tax and estate consequences. They are careful, rigorous, results-oriented, and well-informed. They look for returns on their philanthropic investments in the form of outcomes and results.

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SOCIALITES comprise 11% of givers. For them, *“Doing Good is Fun.”* Socialites have highly developed networks and appreciate being recognized for their contributions.

REPAYERS comprise 10% of givers. Their credo is, *“Doing Good in Return.”* They are acutely aware of how others have helped them and feel a specific and particular obligation to repay and help in return.

ALTRUISTS comprise 9% of givers, and to them, *“Doing Good Feels Right.”* Altruists give because it gives their life a greater sense of purpose. To them, the essence of philanthropy is giving in a selfless manner. They believe that the person with wealth has a greater obligation to give, and at the same time, that giving should be everyone’s responsibility.

DYNASTS comprise 8% of givers. For them, *“Doing Good is a Family Tradition.”* Giving is something their family has always stood for and they believe it is expected of them as well.

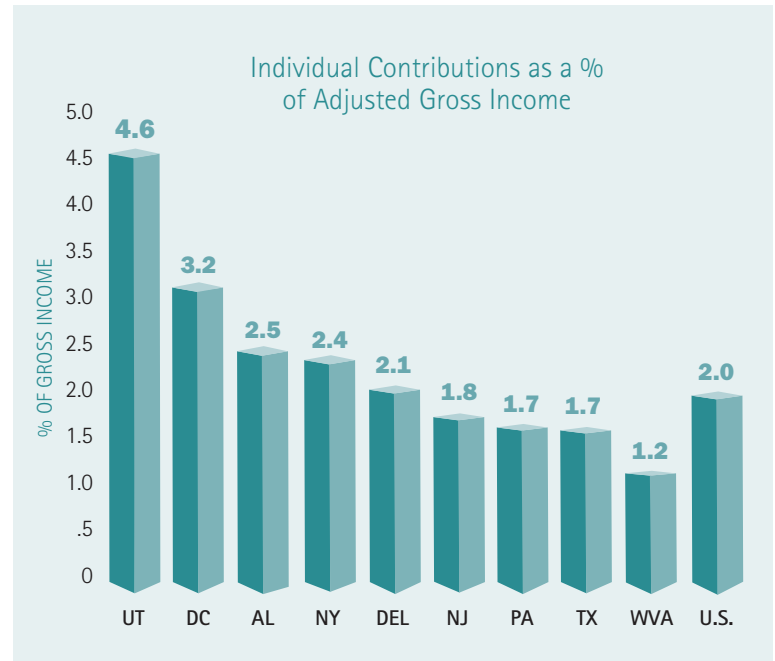
Each of these types of clients has different expectations and needs in their financial and estate planning. The Chester County Community Foundation works with professional, legal, and financial advisors to help find the philanthropy vehicle that best meets clients’ needs, and to help clients contribute to a wide array of charities located throughout the United States.

Working with the Chester County Community Foundation offers the opportunity to recommend charitable giving to your clients without recommending a specific charity – by working through the Community Foundation, your clients can support a wide range of charities locally, nationally, and internationally.

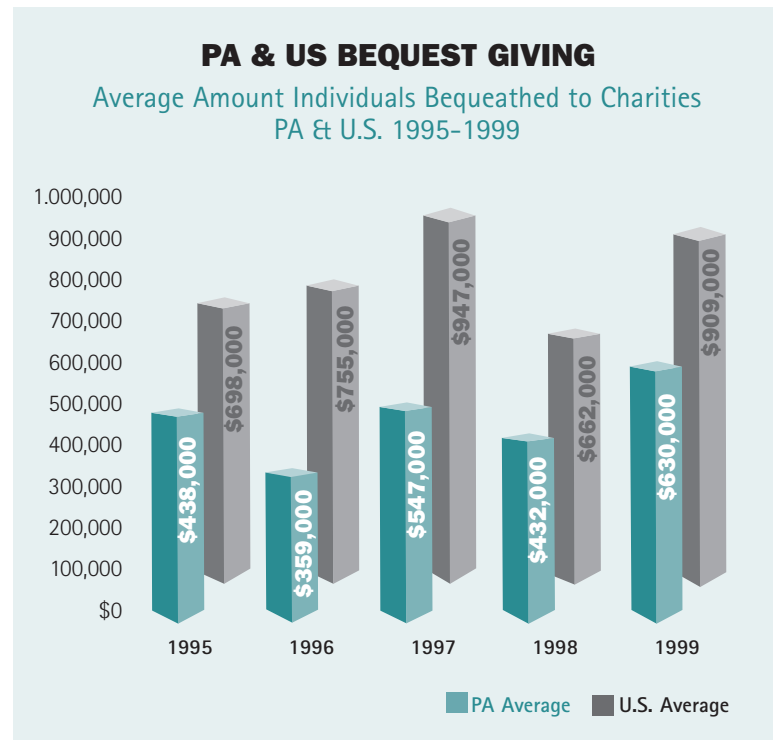
Whether your clients are looking to create a family foundation or scholarship fund, or planning a legacy or memorial gift, the Community Foundation is a resource for you.

1. Do I have clients who care deeply about their community?
2. Do they give to more than one charitable cause?
3. Are they interested in creating a personal or family legacy?
4. Would they like to stay personally involved in the use of their gift dollars?
5. Do they want to receive maximum tax benefit for their charitable contributions?
6. Are they considering the creation of a private foundation, but interested in exploring other options?
7. Do they place a priority on sound financial management of their contributions?

If you answered yes to any of these questions, your clients would benefit from knowing more about the Chester County Community Foundation.



Source: IRS Statistics of Income Bulletin, NCCS



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