



### WHAT ARE ENTERTAINMENT INDUSTRY SERVICES?

The California Community Foundation (CCF) offers specialized services that cater to donors in the entertainment industry. These personalized services are designed to provide these donors with greater flexibility and ease in managing their giving.

### WHO SHOULD CONSIDER ENTERTAINMENT INDUSTRY SERVICES?

These services are offered to any CCF donor in the entertainment industry. They may be appropriate for industry professionals who are considering establishing or are currently managing a private foundation.

### WHAT ARE THE BENEFITS OF ENTERTAINMENT INDUSTRY SERVICES?

#### 1. Easier than a Private Foundation

- CCF funds offer greater flexibility, ease of use and better overall tax benefits
- Assets of a Donor Advised Fund are not subject to a minimum annual payout requirement
- Grants from a private foundation to CCF meet the requirements of a qualifying distribution
- CCF can help terminate existing private foundations in favor of more efficient and appropriate funds, such as a Donor Advised Fund or a Scholarship Fund

### WHAT ARE THE TAX ADVANTAGES OF CCF'S ENTERTAINMENT INDUSTRY SERVICES?

- Receive the maximum tax deduction available in the year the contribution is made
- Avoid punitive estate taxes on gifts that you make to the foundation
- Avoid costly capital gains taxes while realizing the maximum tax deductibility of your donation with a gift of appreciated stock or other complex assets
- Reduce your taxable income by contributing the right to receive proceeds from sponsorships and contracts directly to your fund

## at a glance

### Entertainment Industry Services

- Personalized services tailored to the needs of entertainment professionals
- Proceeds from sponsorships, contracts or royalties can be contributed directly to your fund
- Keep all or part of your giving anonymous

#### 2. Flexible Giving

- Advisors or other designated persons can oversee the fund on your behalf
- Give anonymously or publicly, based on your needs or preferences. CCF strictly adheres to the highest standard of confidentiality and discretion from the inquiry process to grantmaking and follow-ups, respecting your wish for anonymity or publicity at all levels
- Give internationally with the support of grants specialists who conduct due diligence

#### 3. Support and Services from CCF

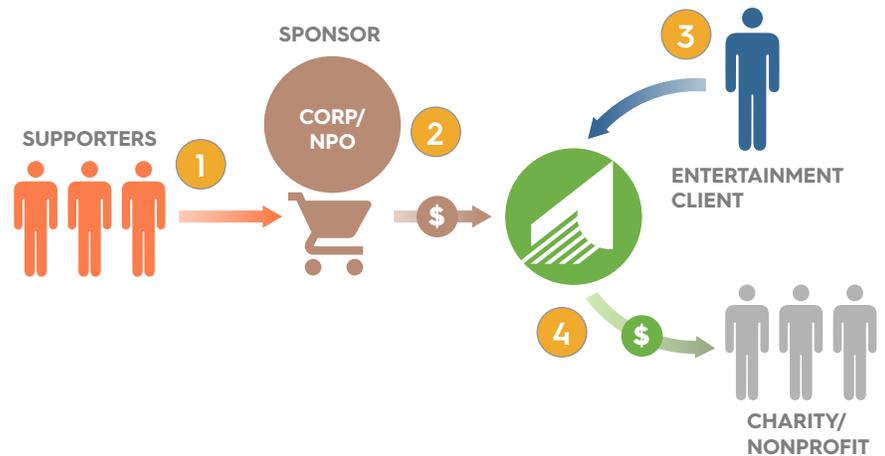
- Work with sponsors to contribute directly to your fund, facilitated by CCF
- Take advantage of CCF's expertise in researching and identifying organizations that align with your giving goals, preferred geographic areas or issues
- Issue press releases or conduct publicity efforts on your charitable giving with CCF's help
- Link fan sites directly to your CCF online giving page, helping fans learn more about your philanthropy or support your favorite charities
- Donate complex assets such as royalties or intellectual property

## CONSIDERATIONS

Here is one of many ways that entertainment clients work with sponsors and nonprofit partners. Contact CCF to discuss your needs and how we can help.

### HOW CAN I WORK WITH SPONSORS THROUGH MY CCF FUND?

- 1 Supporters purchase product or event ticket.
- 2 Sponsor makes a contribution to the entertainment client's fund (sponsors claim a tax deduction).
- 3 Entertainment client recommends grants according to his/her wishes.
- 4 CCF grants to charities.



# entertainment industry services in **action**

A high-profile donor had a private foundation but was encountering difficulties: the media could easily track her giving, she was rushing decisions because she had to meet her annual 5 percent payout requirement and administering the private foundation was a headache for her advisors. She was advised to terminate her private foundation into a fund at CCF.

She set up a Donor Advised Fund and transferred her private foundation's assets there. She had access to services that helped her develop a strategy for her giving. CCF's donor services team did research and set up site visits at nonprofits she was considering. Her business manager handled all of the grantmaking and she could focus on maximizing the impact of her giving.

For more information about **Entertainment Industry Services**, contact Vice President of Development & Donor Relations Teresa Mosqueda at [tmosqueda@calfund.org](mailto:tmosqueda@calfund.org) or (213) 452-6298.

#### IMPORTANT LEGAL DISCLOSURE

The information provided is general and educational in nature. It is not intended to be, and should not be construed as, legal or tax advice.

The California Community Foundation does not provide legal or tax advice. You should consult your tax advisor to properly determine the tax consequences of making a charitable gift to the California Community Foundation.

Contributions to the California Community Foundation represent irrevocable gifts subject to the legal and fiduciary control of the foundation's board of directors.

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