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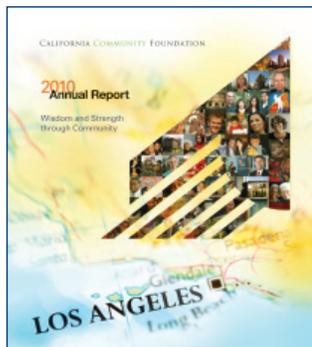
- Guide to Top-Performing Nonprofits
- Questions from Advisors
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## WHAT'S HAPPENING

### Honors and Recognition

CCF was recently honored with two awards. Steve Cobb has been named Nonprofit CFO of the Year by the *Los Angeles Business Journal*. CCF has received The Council on Foundations' prestigious Critical Impact Award for the Iraq Afghanistan Deployment Impact Fund which is supporting veterans, troops and their families.

### 2010 Annual Report



CCF released its 2010 Annual Report in October, and for the first time, it is available in print and online editions. Print copies are available by calling or e-mailing the foundation. To view the online edition, visit [myccf.org/2010annualreport](http://myccf.org/2010annualreport).

# ADVISOR MICKEY SEGAL

## Giving is Learned



CCF advisor Mickey Segal.

*Mickey Segal is a managing partner at Nigro, Karlin, Segal and Feldstein, LLP (NKSF), the fifth largest CPA firm in L.A. County, specializing in business management and forensic audits. He was awarded the 2010 Spirit of Philanthropy Inspiration Award from the Association of Fundraising Professionals for his service to the community, including having raised tens of millions of dollars for local nonprofit organizations. Recently, he spoke to CCF about the reasons why people give to charitable causes and organizations and how he helps people feel comfortable with giving.*

*Mickey, you work with many high net worth clients. What role does charitable giving play in their calculus?*

Substantial giving is something that's learned. If you don't know how, you won't do it, no matter how wealthy you are. For many clients, giving is satisfying, tax efficient and enables more assets from the estate to go to beneficiaries – we educate those clients for whom this applies.

*A number of clients have been motivated to make a bigger gift because it's easy to manage with CCF.*

A client was approached recently to give money to a school, and he asked me for advice. He was asked for \$25,000, and told me that he was only comfortable giving \$15,000. I explained that if you account for the tax deduction, the government is really paying for 40 percent of the gift. When he heard that explanation, he was happy to give \$25,000.

*What role do advisors play in helping clients get more comfortable with charitable giving?*

Every firm and every partner has their own philosophy. It's the same for advisors – giving is learned and some are more comfortable with it than others.

*What were some of your first experiences with giving?*

I'm Jewish and in the Jewish tradition, each year on Yom Kippur you give a gift. I grew up hearing my parents discuss how much to give and how important it was.

I first got directly involved when my kids were young and playing in Little League. Someone approached me to raise money, and we decided to put on a golf tournament to see what we

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# Questions from Advisors

We regularly get inquiries from advisors such as this one:

**My client wants to make a few year end gifts to charities but doesn't want to appear on more mailing lists or share his personal information. How can we maintain his privacy?**

Nobody wants a mailbox filled with solicitations or calls from eager development professionals. When someone makes a contribution directly to a charity, however, they are sharing personal information such as name, address, e-mail and phone number. It's almost certain they will receive solicitations later.

Instead, your client can establish a fund at CCF and we will interface with the charity, providing only the information your client wants to share. Normally, checks are sent out with a cover letter from CCF that states only the name of your client's fund and the reason or purpose of the gift. In fact, donors frequently request CCF make contributions to several charities, each customized with a different level of confidentiality.

**Have other questions, or want to learn more about how CCF could help you and your client? Call or e-mail us to schedule a free consultation.**

## EXPAND YOUR KNOWLEDGE IMPROVE YOUR CLIENT SERVICE IT'S FREE, EASY, QUICK, CONVENIENT AND FOR CREDIT!

CPAs, attorneys, business managers, financial advisors and other consulting professionals in Los Angeles County are invited to host a 60-minute seminar, "Philanthropic Solutions for High Net Worth Clients," presented pro bono by the California Community Foundation. It can be held in your offices at a date and time that's convenient for you. What's more, participants will receive MCLE and CPE credit.

Through actual case studies, this seminar will help answer questions such as:

- \* Are there important differences between a private and a community foundation that my clients and I should consider?
- \* What services are available to my clients?
- \* Could my clients reduce their administrative involvement in a fund or foundation and still maintain some control?
- \* Can I, as an advisor, get no-cost or low-cost assistance handling complex assets?
- \* Has anything changed in the last few years that I should know about when it comes to charitable giving?

To schedule a seminar before the end of the year for your firm or office, contact Barry Peterson, director of charitable business development, at (213) 452-6265 or [bpeterson@ccf-la.org](mailto:bpeterson@ccf-la.org).

**"Substantial giving is something that's learned."**

**– Mickey Segal**



## What's in a Deadline? by Barry Peterson

Let's face it, the end of the year is hectic and there's a lot to get done. Here are some tips to help make those last minute transactions a snap.

**Charitable deductions** – With funds at CCF, charitable deductions are allowable when the gift is made, regardless of when grants are disbursed from the fund. We can set up a standard fund in less than one day – and from there, our DonorConnect online system makes grant recommendations easy.

**Online giving** – Need to make a gift but don't have the time to decide exactly what nonprofit to give to? We accept credit card contributions online to existing donor advised funds – and they can be recorded the date the donation is made. Please note that a 3.5% handling fee may be transferred to the fund for online contributions over \$25,000.

**Publicly traded securities** – If your client intends to transfer appreciated publicly traded securities, the date of the gift isn't the date he or she tells the broker to make the transfer. The date the stocks are actually delivered to CCF's account, in CCF's name, is the date of the gift.

**Mutual funds** – Not all mutual funds are created equal. Some mutual funds are restricted to certain proprietary accounts. Transfers of such mutual fund shares to the wrong type of account may result in your transfer being delayed or denied. If you're considering a gift of mutual fund shares, check with us first or check with your broker.

**Real estate and closely held stock** – These gifts can take a long time to complete, so if you're considering such a gift let us know as soon as possible. CCF requires an appraisal for these gifts, which you'll also need for your personal income tax return. Depending on the asset, appraisals can take a considerable amount of time to complete.

For further information, contact me at [bpeterson@ccf-la.org](mailto:bpeterson@ccf-la.org) or (213) 452-6265.

# 2009-2010 Grantmaking

Of the total \$129 million that was awarded by CCF in grants in fiscal year 2009-2010, \$80.9 million was comprised of donor advised funds, private foundation alternative funds and scholarships.

Of all grant monies, approximately 49 percent stay in L.A. County, another 17 percent go to other areas of California, 25 percent go elsewhere in the U.S. and 9 percent support international causes.

\$17.4 million of the total was distributed through competitive grantmaking in CCF's core programs areas of the arts, education, health care, housing and

neighborhoods and human development, as well as in civic engagement. In addition, major grants were made to the El Monte Community Building Initiative and management support organizations that help strengthen L.A.'s nonprofit sector. **The graph below illustrates the geographic disbursement of funding to all areas except management support and special projects.**

The balance of the funds were granted from restricted funds, endowment partners and other special projects and affiliates of the foundation.

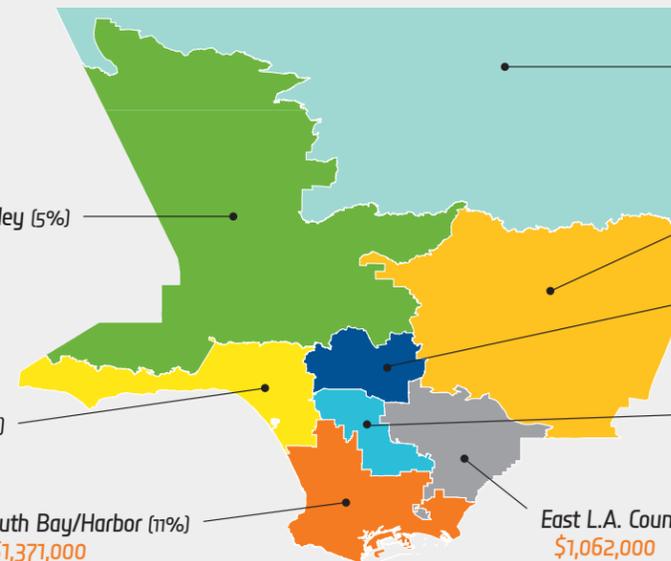
L.A. County-wide (36%)  
\$4,721,000

Outside L.A. County (1%)  
\$126,000

San Fernando Valley (5%)  
\$642,000

West L.A. County (7%)  
\$856,000

South Bay/Harbor (11%)  
\$1,371,000



Antelope Valley (3%)  
\$379,000

San Gabriel Valley (5%)  
\$708,000

Metro L.A. (9%)  
\$1,222,000

South L.A. County (15%)  
\$1,881,000

East L.A. County (8%)  
\$1,062,000

# HELP PEOPLE IN CRISIS – HERE & NOW

Thousands of Los Angeles residents are being forced to make painful choices in order to meet the daily challenges of life. Exacerbated by the economy and factors out of their control, some are barely surviving. Hardest hit are vulnerable populations such as families with children, youth ages 18-25 who are emancipating or have emancipated from the foster care system and adults 65 years and older.

In response, **the California Community Foundation has established the Critical Needs Fund**, and we are asking our donors and the general public to contribute to it.

The fund supports nonprofit organizations in Los Angeles County that provide social safety net services with grants to address new needs that have arisen within the past one to three years among vulnerable population. Grant monies might be used, for example, to provide transitional housing for families with children, food or transportation vouchers, cash assistance with car repair, child care or adult day care, monthly utility bills and rent or mortgage payments.

We have already begun identifying local nonprofits that are best able to respond. We will begin awarding grants in amounts up to \$35,000, before the end of the year.

Please help now by consulting with your clients about the Critical Needs Fund at the California Community Foundation.

For more information contact Terri Mosqueda, director of donor relations and grants management, at (213) 452-6298 or [tmosqueda@ccf-la.org](mailto:tmosqueda@ccf-la.org).

## ADVISOR MICKEY SEGAL

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could raise. We raised \$50,000. From there fundraising became a regular part of my life.

***You've referred many clients to CCF over the years. What does CCF provide that's most useful to your clients?***

CCF provides a solution for our clients who have a desire to give but not a desire to administer their own giving. A number of clients have been motivated to make a bigger gift because it's easy to manage with CCF.

***Do prominent people with wealth have a responsibility to set an example through charitable giving?***

We let our clients decide how public they want to be. However, people give because other people give. I encourage people to be public if they are comfortable with that. You never know who's watching you and who might be inspired to give because you do.

***Is there any advice that you'd like to offer other advisors or potential donors out there?***

Parents take time to teach their kids, and teaching them to give is just as important as teaching them to tie their shoes, recite their ABCs, or how to save money. Teach by example – the important thing is doing it, it doesn't matter how much.

## WHAT YOU SHOULD KNOW ABOUT COMMUNITY FOUNDATIONS

Community foundations are tax-exempt public charities serving people who share a common interest — improving the quality of life where they live. Individuals, families, businesses and organizations create permanent charitable funds at a community foundation to help meet the challenges of a geographic region. The community foundation then invests and administers those funds, overseen by a volunteer board of local leaders.

### COMMUNITY FOUNDATIONS:

- \* know their communities - what the needs are and how to address them
- \* share your interests
- \* care about the future
- \* offer giving vehicles that are easy to set up and manage, and that provide tax benefits



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The California Community Foundation meets the most rigorous standards in philanthropy and complies with the National Standards of U.S. Community Foundations.

