

Effort gears up to get boomers thinking charitably

Giving: helpful info

► On the Web, visit leavealegacy.org

► National Committee on Planned Giving.
(317) 269-6274 or visit ncpg.org on the Web.

► Treasure Coast Planned Giving Council.

Contact: James Campo at Campo Insurance & Investments (772) 286-0330

Denise Wolf
correspondent

It was just a matter of time.

For the past 40 or so years, baby boomers made their money. Now they're making plans to give it away.

A study by noted economist John J. Havens and Paul G. Schervish on behalf of the Social Welfare Research Institute at Boston College puts the

amount aging boomers will transfer to the next generation between now and 2052 at \$41 trillion — with an additional \$11 trillion being left to charitable organizations.

As president of the Treasure Coast Planned Giving Council, James Campo is leading an effort to make certain that Treasure Coast not-for-profits get their share. And he's not alone.

With a watchful eye and

a hopeful heart focused on the anticipated charitable dollars, an increasing number of not-for-profit organizations along with financial planners, accountants and attorneys have joined forces to help achieve that goal.

The 60-plus local members of the council are of a grass-roots version of a national awareness campaign called Leave A Legacy.

They are planning what

Campo terms as an "air and ground war" to get potential donors thinking about charitable giving.

The campaign, including educational/informational and advertising components, has adopted the theme encouraging potential donors to "Make a difference in the lives that follow." So far, a speaker's bureau has taken to the field to educate and inform

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donors, development directors at area not-for-profits and estate planners as well as attorneys and financial advisers.

"If people knew more about the tax advantages of giving, it would help," said Stuart attorney Doyle Richardson, one of the council's speakers. Richardson, who has developed a specialty as a family wealth counselor, says many people don't realize the government gives them a choice. He uses the term "social capital" to describe the allowances provided by the nation's tax laws.

According to a study sponsored by the National Council on Planned Giving, only 5.71 percent of households surveyed planned a charitable bequest. A few years back, about 82 percent of the nation's wealthiest households left nothing to charity.

"With proper planning, individuals can direct their social capital to charitable causes or they can pay it in taxes to the IRS," said Richardson. "But I can guarantee they won't even get a thank-you note from the IRS."

An advertising campaign, scheduled to debut this fall, hopes to loosen both hearts

and purse strings of social capital, with the picture of tiny infant feet and a headline that reads: "Your values are passed from generation to generation."

Although motives of those involved vary widely, from donors hoping for tax advantages, or those who've found success and simply want to give back, to professionals hoping to earn a piece of the very large pie, most involved agree that the outcome will benefit all involved — regardless of motive.

"It's a win/win for the community, it's a win for the not-for-profits, it's a win for the actual donors and it's a win for the professionals who help service this community," said Campo, a certified financial planner, certified investment counselor and president of Campo Insurance & Investments in Stuart.

Farther north in Vero Beach, Chuck Still, the president of the Indian River Planned Giving Council acknowledges that the trend toward giving is on the horizon, but says his organization is being somewhat less aggressive in terms of its involvement in the Leave A Legacy movement.

"We have produced some brochures and press releases

in the past and are working on a booklet for lawyers and estate planners now," said Still, who also serves as executive director of the Riverside Theater.

But, he admits, they've been rather slack in their efforts.

"Indian River is a very philanthropic community," he said. "It's a very well-educated community and there are a lot of estate planners and lawyers who have a lot of knowledge in this area."

Based on discussions with fellow Indian River Planned Giving Council members, Still says there are very few people in Indian River County who have the means and don't understand how to manage their distribution of wealth.

Campo says getting professionals involved is a delicate job.

"There are two schools of planning: One is tax planning; and the other is more touchy-feely and based on personal values," he said, adding that most financial planners will take one tack

or the other.

But he stresses that, regardless of the approach, it's important to be active.

Robin Hicks-Connors, incoming president of the Treasure Coast giving council, thinks there are those in the financial and professional community who say making the suggestion for a charitable contribution involves stepping outside of their bounds.

But Hicks-Connors contends that, especially in a seasonal community such as the Treasure Coast, it's critical that not-for-profits and others in the community are willing to step up to the plate and make a case for keeping at least a part of the dollars here.

"People on the professional side of the community just need to ask the question," she said. "Most people, if asked, would say they do want to make a difference and so many plans today can be set up to be mutually beneficial to the donor, the organization and the community."