



A Greater Gift

Toolkit for Charities



A LEGACY GIVING INITIATIVE BY

**COMMUNITY
FOUNDATION
OF SINGAPORE**

Contents

- 1 Introduction
- 2 Our Role in The Ecosystem
- 3 Why Legacy Giving?
- 4 What is Legacy Giving?
- 5 Types of Legacy Gifts
- 6 How to Accept Legacy Gifts
- 7 Starting Conversations on Legacy Giving
- 8 How CFS can Support your Donors
- 9 Additional Resources
- 10 Conclusion

1

Introduction

Why do this toolkit?

Legacy giving is a way for donors who are passionate about your charity's work to leave a planned future gift to you. The Community Foundation of Singapore (CFS) created this toolkit in response to research that showed there was significant room for legacy giving to grow in Singapore. Legacy giving can benefit your charity by providing sustained donations and deepening the connection between you and your donors.

What is this toolkit?

This toolkit aims to help charities in Singapore tap into an often overlooked opportunity: legacy giving. Within it, you will find:

- Key information on types of legacy gifts and how your donors can leave a legacy gift to your charity;
- Advice on who to speak to about legacy giving and how to start those conversations;
- Additional resources to enable you to support your donors in their legacy giving journeys.

Who is this toolkit for?

This toolkit is designed as a simple resource for charities across Singapore interested in cultivating new and existing donors for legacy giving.

Why use this toolkit?

You are the bridge between your donors and your charity's mission. This toolkit will enable your charity to:

- Grow a sustainable, long-term income stream for the future;
- Help passionate donors fulfil their giving intentions; and
- Contribute to strengthening the culture of giving in Singapore.

2

Our Role in The Ecosystem

Our Role in The Ecosystem

Enable Philanthropy

Founded with the support of the government to enable philanthropy in Singapore, our purpose is to create real and meaningful change while building a philanthropic culture in Singapore.

Steward Donors

CFS offers ways for donors to make a greater impact in communities through charitable funds. We connect donors with causes, charities and programmes that are aligned with their passions.

Share Knowledge

Our deep understanding of local issues and evolving needs, and our extensive network, give us unparalleled insight into Singapore's charitable landscape and community needs.

Foster Giving

CFS identifies gaps and opportunities to foster more effective giving. We are exclusively charitable – and our first priority is impact.

Promote Values

We aim to build a philanthropic culture and a more giving society in Singapore. Throughout our efforts, one thing remains constant: our commitment to the process, from giving to impact.



3

Why Legacy Giving?

Legacy Giving is a Growth Sector

Legacy giving around the world has successfully generated tremendous long-term support for charities.

There is a great opportunity for charities in Singapore to also benefit from the growing awareness of legacy giving.

A survey of 2,004 people in Singapore by CFS and the National Volunteer and Philanthropy Centre (NVPC)¹ found:

- More than half had positive sentiments about legacy giving, and
- There was room for charities to integrate narratives on impact of legacy gifts into their outreach efforts.

Legacy Giving around the World

United Kingdom:

- Charities received over £5 billion through gifts in wills and memorial giving in 2018.²

United States of America:

- US\$39.71 billion bequeathed to charity in 2018.³

Australia:

- Charity income from bequests accounted for up to 20% of charity income in 2018 and is projected to more than double by 2040.⁴

Source:

1. CFS x NVPC Legacy Giving Module (Individual Giving Study 2021)

2. Legacy Foresight – Giving Tomorrow (Oct 2019)

3. Giving USA 2019

4. Probono Australia – Eight things you need to know about the future of legacy giving (Oct 2019)

An Opportunity to Benefit Your Charity

Singapore is poised to see the largest intergenerational transfer of wealth in the years ahead. At the same time, Singapore faces long-term challenges – which charities like yours will need sustained funding to tackle.

Legacy gifts provide a sustainable way to fund the good work your charity does to keep Singapore going through the ups and downs. In addition, it offers a way for your donors to leave a meaningful gift, and for your charity to deepen your relationship with them.

**As of 2021, there were approximately
128,000 Singaporeans
at or above the age of 80.¹
If just half of them each left a legacy
gift of \$10,000, that would create
around S\$640 million in additional
donations to the charity sector!**



4

What is Legacy Giving?



A legacy gift is a planned, future gift that designates a portion of a person's assets as a donation to charity.

Legacy giving offers your donors the opportunity to partner with you to continue impacting the causes closest to their hearts.

Everyone can leave a legacy – after their family and loved ones are taken care of, they can set aside a suitable sum for charity. There are many giving options for individuals across different walks of life in Singapore, enabling those who may not have cash in hand right now to give to charities they care about, like yours.

5

Types of Legacy Gifts

Your donors can give in a variety of ways, enabling them to contribute to your charity in a manner that suits them.

What can your donors give as legacy gifts?

1. Cash

The simplest way for your donors to give is a donation of cash. They can donate cash during their lifetimes, or through their will or trust. Cash gifts can be deployed easily and with minimal cost to support your donors' charitable interests.

2. CPF Nominations

Your donors can include your charity in their CPF nomination. When their CPF monies are distributed after their lifetime, your charity will receive the portion they have specified in cash.

3. Insurance Policy Nominations

Your donors can nominate your charity as a beneficiary of their insurance policies. Your charity will receive the specified portion of the death benefit of each policy for which your charity is nominated as a beneficiary in cash.

4. Other Assets

Your donors may also wish to donate other assets, such as marketable securities. These are complex gifts and your charity will need to have governance and processes in place to accept these.

The background is a solid tan color. There are several decorative pink elements: a circle with the number 6 inside in the top left; three smaller circles of varying sizes in the top row; and a large, irregular pink shape in the bottom right corner.

6

How to Accept Legacy Gifts

Accepting legacy gifts need not be a complex process. Here are some simple ways you can receive legacy gifts.

What information will your donors require in order to leave you a legacy gift?

In order to increase awareness and interest about legacy giving to your charity, you may wish to dedicate a page on your charity's website to legacy giving.

There are a few key pieces of information that your donors will require in order to make a bequest to your charity in their will, or nominate it as a beneficiary of their CPF monies or insurance policies.

To easily facilitate legacy gifts, ensure that the necessary information can be easily found on your website.

What legacy givers will need from your charity:

- 1. Full Legal Name**

- 2. UEN Number**

- 3. Address**

7

Starting Conversations on Legacy Giving

You do not need to be an expert to talk about legacy giving. Here are some tips on how you can get the conversation going.

Whom should you talk to?

Donors of all ages and income levels can leave a legacy gift. You can start with the people who are familiar with and passionate about your charity. This could include:

1. Loyal donors
2. Consistent and passionate volunteers
3. Current or former Board Members
4. Your charity's founding donors

You may already be meeting them frequently, and it would be good to find an opportunity to speak about their longer-term plans.

Who are your legacy givers?

While older age groups are generally considered as more likely to be open to discuss legacy giving, we are also seeing younger Singaporeans consider legacy gifts as part of their overall financial planning.

Individuals who are single or have no children may have more to share with the community and be looking for avenues to do good.

How to talk to potential donors about legacy giving

To connect with your donors on legacy giving, you need to clearly articulate your charity's mission and make the case for why they should support you in the long run.

The following communication tips will help your charity showcase its long-term sustainability and value to your donors.

1. Clearly communicate your vision

Share the values that your charity stands for, and be ready to articulate the long-term relevance of your mission. Demonstrate the effectiveness of your charity's work to address current and future needs to benefit our society.

By envisioning what you hope to achieve over the next generation, you encourage them to think about how they can play a part in supporting your vision.

2. Establish yourself as a trusted partner

Legacy donors tend to take a longer-term view towards their giving. Displaying a good track record – both in terms of impact created in the community and transparency, governance and accountability – is essential.

Ensure that key information about your charity's governance and impact, such as your annual reports, financial and management information, is available on your website. This gives donors the confidence that your charity will be here for a long time, and will be a good steward of their legacy gift.

3. Showcase the potential impact of their gift

Be specific about the crucial role that your donors' gifts will play in sustaining your charity's work and improving the lives of individuals in the community. Donors want the assurance that you will use their gifts in line with their intentions, and to know that their gifts will make a positive impact.

We also encourage you to share compelling stories about the impact that previous gifts have made to your charity.

4. Focus on the future

Legacy giving is a joyful act for the future – not an ending. In conversations with your donors, some themes you can consider include:

Sustainability

A legacy gift has the potential to ensure that your charity will continue to be around in the future, enabling your good work for a thriving society.

Leaving a legacy of good

A legacy gift will continue to impact the causes closest to your donors' hearts, and ensures that their vision and values will continue to be honoured beyond their lifetime. This could also be a good point to discuss any potential donor recognition opportunities for legacy gifts.

Impacting the next generation

A legacy gift will benefit future generations of Singaporeans, and can inspire the next generation to consider their own legacy.



Having the conversation

When talking about legacy giving, you want to better understand your donors' values and giving motivations. These questions are just a guide, and are meant to encourage your donors to make informed decisions and spark serious conversations on their giving.

Questions on values and motivation

- What aspects of Singapore would you like to see change or improve in the long term? What role do you see our charity playing in helping to realise this vision?
- Does the idea of leaving a permanent legacy for the local community resonate with you?
- Would you want to receive recognition for your legacy gift or to give anonymously?
- What values motivate your giving?



Questions on family

- What role does your family play in your philanthropic decision making?
 - Have you or your family benefitted from the generosity of others in the past? How so?
 - Do you have family members who feel strongly about supporting particular issues in Singapore?
 - How do you feel about involving the next generation of your family in your philanthropy? How might we be able to help engage them in our charity's mission and work?
 - What values, messages or traditions would you like to pass on to future generations of your family?
 - What improvements in Singapore would you like your children to experience?
-

Questions on your donors' giving

- As a long-time supporter of our charity, have you thought about including a gift to us in your estate planning?
- How would you like to make your legacy gift? E.g. bequest in a will, CPF or insurance nomination.
- Endowed gifts play a special role in providing sustained support for charities. Would you be interested to explore leaving an endowed gift?

Having the conversation

Most importantly, be prepared to listen, ask questions and engage with their interests. Ultimately, legacy giving has the potential to benefit your donors as much as it benefits your charity and your beneficiaries. Be confident and raise the topic – you are helping your donors live a life of values.

The decision to leave a legacy gift is one that involves planning and deliberation, and it is likely that you will need to engage your donors over time before they are ready to commit to a legacy gift. Your goal for starting conversations is to build relationships with your donors. This will create opportunities for further engagement in the future.

Over the years, it will also be helpful to proactively stay connected with them, using engagement tools such as event invitations, your charity's newsletters, or related news articles. Be sure to keep the conversation going!

8

How CFS can Support your Donors

Enabling perpetual support to your charity with an endowment fund

With the information provided in this toolkit, you can work with donors who wish to include a direct gift to your charity as part of their estate.

CFS enables donors to establish donor advised funds, a modern philanthropy tool that allows them to structure their legacy giving and receive philanthropic advice.

If your donors wish to provide long-term support to your charity via an endowed gift, CFS can work with them to establish an endowment fund.

Endowment Fund

With an endowment fund, your donors' gifts are held at CFS in perpetuity and invested. **The annual payout will be directed to your charity**, enabling you to benefit from a sustained source of donations.

As a charity with Institution of a Public Character (IPC) status, CFS is able to issue tax-deductible receipts for your donors at the prevailing tax deduction rate. Donations into an endowment fund at CFS are eligible for upfront tax deductions, subject to IRAS regulations.

Additional Resources

Legacy Giving Readiness Checklist

Starting to champion legacy giving does not need to be a very resource-intensive process. Your charity can start small by following some of these best practices.

My charity has the following:

- ☐ A basic understanding of legacy giving and its immense potential to benefit my organisation.
- ☐ A designated point of contact for legacy giving enquiries.
- ☐ A process to identify and track potential legacy donors.
- ☐ A compelling story for why donors should support my charity and its mission far into the future.
- ☐ Information on how to leave a legacy gift to my charity, which is easily accessible on its website.
- ☐ Annual and Financial Reports, which are easily accessible on its website.

Sample Will Language

Should you be interested in presenting language for your donors to include in their wills, you may refer to the sample below. As always, please recommend to your donors that they speak to their lawyers about including their intent to leave a gift to your charity in their wills.

I hereby direct that xxx of my estate be given to <charity name>, a charity <UEN> with its registered office at <charity address>.

Please note that the above sample will language is strictly for informational purposes only. It is not intended to be, nor should it be relied upon as legal, financial, or other professional advice. Donors should consult their lawyers before taking or omitting to take any action.

Conclusion

Thank you for taking the time to read this toolkit and learn more about how your charity can benefit from legacy giving. We hope that it has given you a better understanding of how you can showcase the value of your charity to potential legacy givers, and equipped you to spark legacy giving conversations – conversations which may well strengthen your relationships with donors and provide a sustained stream of donations for your charity's work.

Additionally, we welcome you and your donors to explore our legacy giving microsite – legacygiving.sg – and stay informed about legacy giving in Singapore. We have uploaded this toolkit, along with other useful resources, to the microsite.

We would also love to hear your feedback and suggestions regarding this toolkit and legacy giving content that would be helpful for you. You can reach us using our [Contact Us form](#).

Development Team
The Community Foundation of Singapore

Disclaimer: The content of this toolkit is strictly for informational purposes only. It is not intended to be, nor should it be relied upon as, legal, financial, or other professional advice. You should consult a qualified professional before taking or omitting to take any action relating to anything discussed in this toolkit. CFS shall also not be liable for any damage or loss, of any kind, resulting directly or indirectly from the use of this toolkit. This includes, but is not limited to, any damage or loss suffered as a result of your reliance on the content of this toolkit.



A LEGACY GIVING INITIATIVE BY

**COMMUNITY
FOUNDATION
OF SINGAPORE**