



## Four Reasons to Start Client Conversations on Legacy Giving

A legacy gift is a planned, future gift in support of a charitable cause. Singapore is poised to see the largest intergenerational transfer of wealth in the coming years,<sup>1</sup> and legacy giving is a fulfilling, effective way for high net worth clients to include sustained support for causes they are passionate about in their wealth plans.

As a professional advisor, while growing your business, you are well-placed to open your clients' eyes to the world of difference they could each make to future generations in Singapore.

Here are four reasons you should mention legacy giving.



### 1. Adding value to your services

Your clients trust you to advise them on key decisions which may have significant impact on their lives and finances. Increasingly, Singaporeans are looking to professional advisors for advice on how to best include charitable gifts in their financial and estate plans. By introducing legacy giving, you can be the architect of their personal and family legacy, including philanthropy as part of the holistic planning process.

It's well known that giving is a satisfying experience for the donor. Your legacy giving conversations can help you build deeper connections with your clients.

This can also set you apart, as someone sensitive to your clients' personal, as well as financial objectives.

### 2. Building relationships with your clients' families

Legacy giving is often a multi-generational process. This can begin during your client's lifetime or afterwards. Either way, it represents an opportunity for to involve family members in philanthropic giving.

A client might want their children to steward a gift to a particular cause or charity, or may be giving during their lifetime in memory of a parent or loved one.

By initiating legacy giving conversations with your clients, you open up the opportunity to work with their family members and build a lasting legacy across generations.

When the time is right, other family members may refer or become your future clients.

<sup>1</sup> Source: <https://www.insurancebusinessmag.com/asia/news/breaking-news/asia-undergoing-largest-wealth-transfer-in-history--insurer-survey-117309.aspx>



A LEGACY GIVING INITIATIVE BY

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### 3. Placing your clients at the cutting edge of philanthropy in Singapore

In Singapore, legacy giving is a relatively new philanthropic concept with great potential for growth.

If your clients leave their legacy gifts with The Community Foundation of Singapore (CFS), they also get access to donor-advised funds (DAFs) – which let them structure their legacy giving to ensure their chosen cause or charity benefits from their support just the way they planned.

Since 2008, CFS has been the leading organisation offering DAFs to savvy, impact-conscious local philanthropists.

By introducing your clients to legacy giving with CFS, you will give them – and their families – the opportunity to become pioneers of local philanthropy in two ways:

- As early adopters of legacy giving in Singapore;
- As one of the select few who are using this modern, flexible giving tool to maximise their social impact.

### 4. Making a lasting positive impact on the community

Your legacy giving conversations with clients can spark generous giving, resulting in positive impact for the community.

Legacy giving is a long-term, sustainable source of income for charities, enabling their good work for a thriving society, benefiting future generations in Singapore.

#### **CFS: Your Philanthropy Partner**

With more than a decade of experience in fund establishment, philanthropy advisory and grantmaking, CFS can add value to your client conversations on legacy giving and enhance your client's legacy giving journey. As a trusted philanthropy advisor, we offer:

- Confidential, neutral advice on charitable planning
- Flow-through and endowment fund structures
- Extensive knowledge of the charity sector
- Discussion of charitable budget

CFS is here to partner with advisors to enhance your client services while inspiring giving in Singapore. By partnering with us, you can help realise your clients' goals for a better future. To learn more, please [get in touch with us](#).

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