



Futures

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A no-nonsense newsletter for estate planners and financial advisors from The Dayton Foundation

Why Use The Dayton Foundation?

One Advisor's Perspective on Partnering with the Foundation to Help Clients

An interview with **Thomas C. DeRoss, Senior Vice President, National Director, Charitable Management Services and National Sales Consultant, Fifth Third Bank**

"The [Dayton] Foundation staff works very closely with financial and estate planning advisors to create win-win scenarios for advisors and their clients."

—Thomas C. DeRoss

Q: Tom, what clients do you serve in your role at Fifth Third Bank?

A: I specialize in consulting with not-for-profit organizations, advising on financial solutions to better meet their long- and short-term needs. My role is to give their staff enough counsel and advice so that they are able to make informed choices for their organizations. I also frequently assist Fifth Third's wealth management advisors by introducing them to available charitable options to better serve their individual clients.

Q: Your work entails traveling to Fifth Third offices throughout the country, so you often partner with community foundations in those respective areas. How is The Dayton Foundation unique in the community foundation arena?

A: I have had the opportunity to work with more than 30 community foundations of varying sizes throughout the country. While each foundation was established to provide charitable expertise and services for their respective communities, I have found The Dayton Foundation's offering of diverse charitable funds or investment manager options is unique.

Through The Dayton Foundation, clients currently can choose from more than 40 investment managers in which to invest their funds. We refer clients to The Dayton Foundation to establish charitable funds. Those funds can remain invested with us, so long as we meet the Foundation's investment standards and criteria and follow the Foundation's investment policy.

In my nearly 20 years of partnering with The Dayton Foundation to help fulfill our clients' charitable needs, I have seen how the Foundation staff works very closely with financial and estate planning advisors to create win-win scenarios for advisors and their clients. They also have developed customized charitable giving options for individuals and families, including a first-in-the-nation private foundation alternative called Family Foundation PlusSM (FF+).

Q: Can you give an example of how Family Foundation Plus has helped to solve a charitable giving dilemma for one of your clients?

A: Take for example Mr. Donor, who owned and operated an insurance agency for nearly 40 years. He had acquired significant assets from the sale of his agency that he wished to use to benefit his favorite charities. He was intent on establishing a private family foundation that would allow his family's philanthropy to be passed from generation to generation. Knowing the costs and administrative headaches associated with managing a private foundation, we introduced him to

The Dayton Foundation and its FF+. Mr. Donor decided to create a FF+ fund in his name and in the name of his wife, who had passed away nearly a decade earlier. He became a strong advocate for the ease and flexibility this fund option provided in awarding grants to his chosen charities. It also proved to be more cost-effective than a private foundation. Plus, his family could be involved without having to worry about the day-to-day fund administration. More importantly, as a longtime, loyal customer of Fifth Third, he was pleased that he could continue to have the bank involved in managing his fund's assets. Although he has since passed away, his three adult daughters serve as advisors to the fund, perpetuating his family's legacy of giving.

Q: Under what circumstances would you recommend a Family Foundation Plus fund to a client?

A: I would recommend a FF+ to anyone who 1) is considering establishing a private foundation but has less than \$10 million in charitable assets; 2) wishes to allow his or her family and friends to participate in philanthropy for generations to come; and 3) wants a more cost-effective, supportive and tax-wise method for reaching his or her charitable goals.

Q: Do you find that clients are increasingly looking to their advisors to be more knowledgeable of charitable giving, as well as options for their giving?

A: Absolutely. Clients have become

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THOMAS C. DEROSS

“With The Dayton Foundation, you get fiduciary oversight and a proven, disciplined approach to investment management...”

– Thomas C. DeRoss

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more strategic in their giving. They are more involved with the organizations they want to support, and they want to see the impact of their giving during their lifetimes. It’s important for us as advisors to understand “giving styles” and donor objectives in order to provide appropriate information and advice necessary to help our clients find the best giving strategies to make the most of their charitable gifts. The Dayton Foundation can be a valuable partner in this and can help bring more value to your business.

Q: Fifth Third has had, on occasion, opportunities to transfer charitable trusts to the Foundation. Please explain how this works.

A: It’s not uncommon to learn about a previously established charitable trust after a client has passed away. Managing such trusts can prove to be challenging, particularly if the trust has limited assets or if the client’s charitable intent is complicated. It often doesn’t make economic sense either, as fees and expenses ultimately could consume the trust’s principal. A more practical solution is to call The Dayton Foundation. In many cases, with court approval, we have been able to transfer a trust to construct a charitable plan under the various fund options available through the Foundation. We can continue to manage the fund’s assets, while the donor’s charitable intent is best carried out by the staff of The Dayton Foundation.

Q: What would you tell other advisors about how working with The Dayton Foundation can help them better help their clients?

A: Partnering with The Dayton Foundation to help fulfill your clients’ charitable intentions builds

More Information to Help You Help Your Clients

The Dayton Foundation offers a variety of free resources to help you advise your clients about the benefits of charitable giving.

Presentations

The Dayton Foundation Development staff regularly hosts breakfast and lunch presentations for advisors to learn more about the Foundation’s charitable giving services. You may attend a presentation at our office, or our staff can meet with you and your associates at a location and time convenient to you.

Literature

Dayton Foundation brochures and other charitable giving information are available for you to have on hand in your office. Electronic brochure copies also are available online at www.daytonfoundation.org/brochures.html.

GiftLaw

GiftLaw, a free, weekly gift planning e-newsletter from Cresendo Interactive, helps you stay connected to important new legislation, IRS private letter rulings and other articles on charitable planning topics.

For more information about ways to partner with The Dayton Foundation, call Joe Baldasare at (937) 225-9954. You also may visit the “For Professional Advisors” section of The Dayton Foundation’s website at www.daytonfoundation.org. To request brochures or brochure holders or to register for GiftLaw, contact Allyson Johns at (937) 225-9953.

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I Believe!

donors and families who have stepped forward to become the 2013-2014 “I Believe!” Partners of The Dayton Foundation. Their commitment underwrites a full year of Dayton Foundation publications, thereby freeing resources for the Foundation’s other community work.

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your credibility and the credibility of your bank or firm. The Foundation staff has demonstrated the flexibility needed to provide unique charitable solutions customized to your clients’ needs. The Foundation has been in operation for more than 92 years and has an impeccable reputation in the Dayton Region and beyond. The Foundation engages a third-party performance evaluation firm to monitor investments and works closely with a volunteer Finance Committee, comprised of members of leading financial and investment institutions, that follows a strict investment policy. As an advisor, you don’t have to create an investment strategy unique to each client.

With The Dayton Foundation, you get fiduciary oversight and a proven, disciplined approach to investment management and other resources that make your job easier and provide peace of mind for your clients. 🌱

Note: Solutions differ from case to case. The above does not constitute professional financial or tax advice. The information presented in this material is general in nature and not designed to address investment objectives, financial situations or particular needs and does not constitute the rendering of investment advice or a specific recommendation on investment activities and trading. Fifth Third does not provide tax, accounting or legal advice. Fifth Third Bancorp provides investments and investment services through various subsidiaries. Investments and Investment Services are not FDIC insured, offer no bank guarantee, may lose value, are not insured by any federal government agency, are not a deposit.

Thomas C. DeRoss is a Senior Vice President, National Director, Charitable Management Services and National Sales Consultant for Fifth Third Bank. He has more than 40 years of trust and investment experience with the banking industry. He currently is responsible for overseeing the delivery of financial solutions to the not-for-profit community throughout Fifth Third Bank’s footprint nationally.

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Five-time national award-winning publication, Wilmer Shields Rich Awards, Council on Foundations

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