

Naples Botanical GARDEN

For Goodness' Sake: Giving in Times of Crisis

By Bob Edwards

President, Senior PIM Portfolio Manager | Edwards Asset Management, Naples



In good times, nonprofits rely on the generosity of good donors; in times of great uncertainty, they rely on great donors. Surprise is the mother of uncertainty and panic, and the normal behavioral reaction for humans is to pull back. Thus in times of uncertainty, donations shrink, events are canceled, revenues decline, and endowment funds wither, but expenses to the organization remain predominately fixed. In other words, charitable organizations face a dangerous economic storm.

Donors know the joy and satisfaction they've felt from making a difference by contributing to making their communities better. At the time of this writing, we are all "social distancing." When this passes, we will again reconnect as a community. Beautiful outdoor sanctuaries will be some of the most appealing destinations for people to visit to renew, connect with nature, and spend time with loved ones.

Here's one of philanthropy's secrets: Donating during uncertainty makes you a bigger fish in an abruptly smaller pond. Now is when gifts are most needed, most meaningful, and most appreciated.

Don't miss the opportunity:

- Consider contributing highly appreciated stock, IRA-required minimum distributions (RMDs) up to \$100,000, and corporate matching gifts.
- The Coronavirus Aid, Relief, and Economic Security (CARES Act), signed into law March 27, 2020, may have incentives for charitable giving in 2020 for your situation. Consult with your professional advisors.
- If you're a donor with narrowly restricted endowment funds, consider relaxing the restrictions for this extraordinary period, allowing the charity to use the draws instead for a specific purpose, such as applying them to general operating expenses.
- Speak with your professional advisors to plan, structure, and budget for large gifts in the future.
- Meet with your charity to learn how to leverage the impact of your giving.
- Discuss values in family conversations. Different family members may opt to share multiple charitable gifts whether or not they find complete alignment. Even with young children, there are lessons to share in the joy of doing good. 🌱

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