CAP®

CHARTERED ADVISOR IN PHILANTHROPY®

Overview of the Courses

COURSE MAP

GS-839: Planning for Philanthropic Impact in the Context of Family Wealth

GS-849: Charitable Giving Strategies

GS-859: Gift Planning in a Nonprofit Context

MISSION

To provide fundraisers and advisors with a common body of knowledge and a common credential, enabling them to collaborate effectively at the planning table when the client's legacy is planned.

PROGRAM DIRECTOR

Phil Cubeta, MSFS, CAP®, ChFC®, CLU®, AEP®

Sallie B. and William B. Wallace Chair in Philanthropy

THE AMERICAN COLLEGE OF FINANCIAL SERVICES®

GS-839

Planning for Impact in the Context of Family Wealth

DESCRIPTION

Welcome to GS-839: Planning for Philanthropic Impact in the Context of Family Wealth! This course focuses on how clients and donors can use financial planning, estate planning, and gift planning to advance their personal financial goals for self and family while also having a positive impact on their community.

LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Position yourself at the planning table where the client or donor's big dollars are planned.
- Emerge as the client or donor's trusted advisor, integrating charitable planning with the donor or client's overall estate and business planning.
- Help donors and clients achieve positive impact for self, heirs, and community.

ASSIGNMENTS

1. Your Seat at the Planning Table
2. The Spirit of Our Work
3. Wealth in Families
4. Family Philanthropy
5. Your Philanthropic Roadmap
6. Give Smart: Philanthropy that Gets Results
7. Identity and the Adult Life Cycle in Legacy Planning
8. Free Art! The Case of the Stunned Heir
9. The Case of the Forest Primeval
10. Positioning Your Practice and Your Process
11. Cross-Cutting Summary and Exam Prep

BONUS ASSIGNMENT – The Melton Case

TEXTS

- Scott and Todd Fithian, *The Right Side of The Table*
- Charles Collier, *Wealth in Families*
- Thomas Tierney and Joel Fleishman, *Give Smart*
- Mark Weber, *The Legacy Spectrum*
- Tom McCullough and Keith Whitaker, *Wealth of Wisdom: The Top 50 Questions Wealthy Families Ask (2018) 1st Edition*

READINGS

- H. Peter Karoff, "Reflections on Two Decades of the Poetry and Practice of Philanthropy"
- Paul Schervish, "The Moral Biography of Wealth"
- William Wallace, "Remarks"
- Patricia Angus, "Are You Wealthy?" in Wealth of Wisdom, Chapter 1 (Textbook)
- US Trust, "Insights on Wealth and Worth," 2018
- Ellen Remmer, "Raising Children with Philanthropic Values"
- Sharna Goldseker and Michael Moody, "Engaging Generation Impact: Best Practices for Advisors"
- Rockefeller Philanthropy Advisors, "Your Philanthropic Roadmap"
- TPI, "Passion: Discovering the Meaning in Your Philanthropy"
- Patricia Angus, "Mindfulness in Advisor-Client Relationships"
- Ellen Remmer, "What is the Difference between Charity, Philanthropy, Strategic Philanthropy, and Impact Investing?," in Wisdom of Wealth, Chapter 41
- David Solie, "Unlocking the Communication Code of Seniors" (essay from The Wealth Channel)
- David Solie, Video (7 minutes) of "Unlocking the Communication Code of Seniors
- David Solie, "Origin of Legacy" (5 minute video)
- David Solie, "Seniors: Losing Control" (5 minute video)
- Dr. Russell James, "Neuroimagining and Charitable Bequests," from Give and Take via The Sharpe Group
- Todd Fithian, "Epilogue" (12 minute video), or (alternatively) "Epilogue" from The Right Side of the Table
- Rockefeller Philanthropy Advisors, "Talking to Family About Philanthropy"
- Belber, "Transfer or Transition"
- Aucutt, "Creed or Code"
- Angus, "Family Governance: A Primer for Philanthropic Families"

GS-849

Charitable Giving Strategies

DESCRIPTION

Welcome to GS 849: Charitable Giving Strategies! This course focuses on explaining and placing the most common charitable strategies—both one by one and within an overall plan— to achieve donor goals for self, family, and community.

LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Explain the features and benefits of each individual charitable tool.
- Compare and contrast the tools in the light of a donor or client's overall legacy plan for self, family, and society.
- Identify reasons advisors and fundraisers often collide, and the ways we may work more effectively together.

ASSIGNMENTS

1. The Case of Jill Donor
2. Tax Framework
3. Charitable Remainder Trusts, Gift Annuities, and Single Premium Immediate Annuities
4. Charitable Lead Trusts
5. Private Foundations
6. Donor Advised Funds and Organizations Providing Them
7. Life Insurance, Annuities, Qualified Plan Interests, and Bequests
8. Other Charitable Tools and Techniques
9. Gifts of Noncash Assets
10. Three Generations of Hurleys
11. Exam Review and Prep

BONUS ASSIGNMENT – The Riley Case

TEXTS

- Biebl Ranweiler, *PPC's Guide to Charitable Giving Strategies*
- Mark Weber, *The Legacy Spectrum Workbook*

READINGS

- Phil Cubeta, “A Donor-Friendly Overview of Charitable Tools”
- Erik Dryburgh, Adler & Colvin, “Determining the Date of a Charitable Gift” Jan. 2018
- Alexander L. Reid and Carolyn Waldner, Morgan Lewis, “Demystifying the New Tax Incentive for the Gift of Cash” 2018
- The Sharpe Group, “The Impact of The Tax Cuts and Jobs Act of 2017 on Charitable Giving,” March 2018
- Howard, Gleckman, Forbes, “How The CARES Act Increases the Charitable Deduction Without Helping the Non-profits Very Much”
- Greg Baker, RenSPG “The Charitable Remainder Trust Handbook” 2018
- Julian Major, The Nature Conservancy, “Considerations in Managing a Gift Annuity Program” 2018
- Jeffrey Frye, PGCalc, “Grantor Charitable Lead Trusts: Why They (Sometimes) Make Sense” 2018
- Robert F. Sharpe, Jr., Sharpe Group, “Charitable Lead Trusts Can Do Double Duty Under New Tax Law,” 2018
- Gene Takagi, Nonprofit Law Blog, “10 Keys to Starting a Nonprofit - Private Foundation”
- National Center for Family Philanthropy, “Trends 2020”
- Foundation Source, “2019 Annual Report on Private Foundations”
- Cindy M. Lewin, et.al., Venable, LLP, “What's the Deal with DAFs? A User-Friendly Guide to Donor-Advised Funds”
- Fidelity Charitable, “2020 Giving Report”
- National Philanthropic Trust, “2019 Donor-Advised Fund Report”
- Bryan Clontz, “Symbiotic Ways Private Foundations Can Use Community Foundations and Other Organizations”
- Jean Gorman, “Creative Ways to Make Charitable Gifts Using Retirement Funds”
- Dennis Bidwell, “The Bargain Sales, and When to Use It”
- California Council of Land Trusts, “Conservation Easements”
- Susanna Poon, “LLC vs. Foundation: Which is the Better Option for Philanthropists?”
- GIIN, “What You Need to Know About Impact Investing”
- Phil Cubeta, “Doing Good, Doing Well, and Doing No Harm”
- David Thayne Leibell and Emily Brunner, “Charitable Planning with Closely Held Business Interests” Trusts and Estates, June 2014

GS-859

Gift Planning in a Nonprofit Context

DESCRIPTION

Welcome to GS 859: Gift Planning in a Nonprofit Context! GS 859 focuses on what nonprofits call “gift planning.” The course is designed to help board leaders, advisors, and nonprofits collaborate to create, count, and steward significant gifts.

LEARNING OBJECTIVES

By the end of this course, you will be able to:

- Identify the roles of the three sectors, how those roles are changing, and how the nonprofit sector is funded.
- Discuss the role of the nonprofit board and how fundraising is structured and managed.
- Discuss how planned, major, and blended gifts are raised, invested and stewarded.
- Discuss the rise of “the social economy” and impact investing.
- Discuss what high capacity donors want.
- See how “personalized” or “donor-focused” planning complements the value-based planning that is taught in the other CAP® courses.
- Discuss the ethics and ideals of gift planning as an emerging profession.

ASSIGNMENTS

1. America’s Nonprofit Sector
2. Ten Basic Responsibilities of Nonprofit Boards
3. Fundraising Responsibilities of Nonprofit Boards
4. Cultivating and Soliciting Major, Planned, and Blended Gifts
5. Stewardship to Accountability
6. Investing for Impact in The New Social Economy
7. Gift Planning for Highest Capacity Donors
8. Making the Shift to Donor-centered Philanthropy
9. Ethics and Ideals of Gift Planning as a Profession
10. Exam Review

TEXTS

BoardSource, *Ten Responsibilities of Nonprofit Boards*
BoardSource, *Fundraising Responsibilities of Nonprofit Boards*
Rodin and Brandenberg, *The Power of Impact Investing: Putting Markets to Work for Profit and Global Good*
Meyers, *Personalized Philanthropy*
Salamon, *The Resilient Sector*

READINGS

- Amy Eisenstein, "Practice and Prepare: A Strategic Pair for Your Ask Meeting Agenda"
- Bruce Makous, CFRE, CAP®, "The Art of the Ask"
- Robert F. Sharpe Jr, "Examining the Role of Planned Gifts in Capital Campaigns"
- Kathryn Miree and Winton Smith , "The Unraveling of Donor Intent: Lawsuits and Lessons"
- Kathryn Miree, JD, "Understanding and Drafting Nonprofit Gift Acceptance Policies"
- The National Association of Charitable Gift Planners, "Guidelines for Reporting and Counting Charitable Gifts, 2nd edition"
- The National Association of Charitable Gift Planners "Valuation Standards for Charitable Planned Gifts"
- Curtis Klotz, Nonprofit Quarterly, "Is Your Nonprofit Ready for FASB? Making the Most of the Storytelling Potential of Financials"
- Kathryn Miree, JD, "How to Become an Expert in the Conversation of Philanthropy: Everything Nonprofits, Boards, and Advisors Need to Know to Support Donors and Clients"
- Ronald Duska and Phil Cubeta, "Ethics and Ideals of Gift Planning as a Profession"
- Bruce Debofskey, Trusts & Estates, 2016, "Rethinking and Revising the 'Donor Bill of Rights'"

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