



Philanthropy advice



“To give money is an easy matter and in any man’s power. But to decide to whom to give it and how large and when, and for what purpose, and how, is neither in every man’s power nor an easy matter.”

- Aristotle



The importance of philanthropy

60% of wealth advisers believe that philanthropy will become a core pillar of private client services in the next five years.

Philanthropy is on the rise as are the creative ways donors are giving. Public spending cuts mean the role of private individuals is becoming ever more important. 72% of those under 35 believe the government will become more reliant on them, the next generation of wealthy*.

In the last decade, efficiency and effectiveness of charities has come under great scrutiny and an increasing number of donors want to ensure their money is making a real difference. However knowing where to start and how to optimise the value of your contribution is key and not always straightforward.

Our credentials

Our position as a top 20 UK firm of accountants with an established presence in the not for profit sector has allowed us to develop our expertise in providing sound philanthropic advice whilst retaining that ethos of personal care and attention that makes the client experience at Kingston Smith so different. We act for a number of family offices and grant-making trusts and can advise and assist you through all the stages of your philanthropic journey.

“I resolved to stop accumulating and begin the infinitely more serious and difficult task of wise distribution.”

Andrew Carnegie

*Barriers to Giving, Barclays Wealth with Ledbury Research, March 2010

What it means for you

Philanthropy process

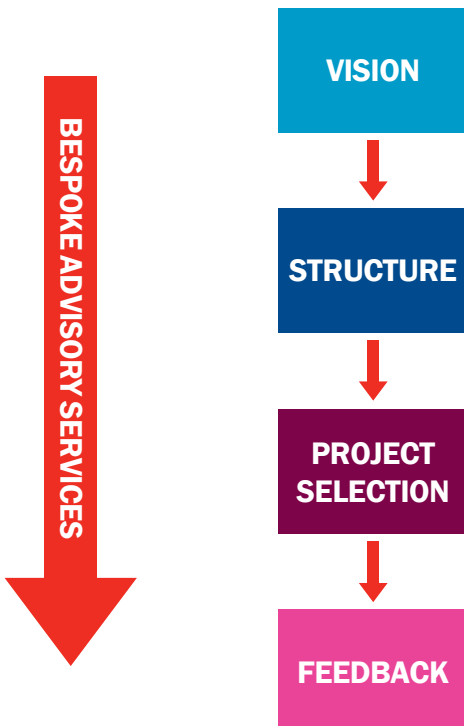
Our advice will give you the reassurance of knowing that your philanthropic legacy will deliver the greatest impact to those in need.

Understanding you

By listening to you and understanding your motivations we will be able to help bring your vision to life, creating a bespoke philanthropy vehicle that meets your objectives and fulfils the degree to which you and your family want to be involved.

Importance in influencing high-giving levels*

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- Religious beliefs
 - Further legacy of parents
 - I believe wealthy people have a responsibility to share their wealth
 - Desire to establish a worthy activity in which the family can participate
 - Business interests
 - To set example for young people
 - Political/philosophical beliefs
 - To give back to the community
 - Social beliefs
 - Personal fulfilment
 - Other reasons



Structuring

We can advise you in implementing your vision by helping you structure your giving vehicle and ensuring the right policies and procedures are put into place. Key areas would include:

- Legal compliance
- Reserves policy
- Grant-making policy
- Tax efficiency
- Accounting
- Recruitment of staff

Selection of projects and reporting

We can help you channel your giving by identifying areas of need, setting the right selection criteria, carrying out due diligence and setting up appropriate reporting and feedback structures.

“With philanthropy, seeing is believing; the more ‘seeing’ we can do, the better.”

Victoria Hornby
Sainsbury Family Trusts



Contact us

Jhumar Johnson

Tel: 020 7566 3856

Email: jjohnson@kingston-smith.co.uk

Paul Spindler

Tel: 020 7566 3815

Email: pspindler@kingston-smith.co.uk

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