

## STEPHEN WEBB B.A., CSC

**financial and investment management**  
**Entrust Financial Services, Winnipeg, MB**  
**27 years in profession, 6 years in charitable planning**

**“Give with your heart, but use your head to make it smarter”**

Stephen considers philanthropy to be a “lifestyle decision” for most of his clients. He recognizes that people “give with their heart”, and takes them a step further by helping them develop a gift plan to help make their giving wishes more meaningful and effective.

“A financial plan consists of several smaller plans including retirement, investment management, tax, and estate plans. So when you add a charitable giving plan to a financial plan clients quickly see that they are all integrated and interdependent. Your taxes are related to your investments, your investments are related to your retirement plan, and your retirement plan is related to your estate plan. Everything is connected.” He says, “If your plan isn’t taking into consideration the regular and periodic financial activity of giving away money or assets as charitable gifts, which in turn provides an impact on an individual’s taxes, then you’re not providing as careful or comprehensive financial planning as you should.”

As most of his clients give gifts each year, he tries to develop the concept of an ongoing gift plan with a vision for ten years ahead, and sometimes a plan to “Give To 100”. This longer-term approach allows his clients to give more efficiently and generously. Once clients are assured they have enough money to take care of their own needs, they are able to contemplate how they will distribute their remaining assets between people that they care about, causes they care about, and Revenue Canada. He described a typical planning outcome for a client in her sixties who annually gives \$5,000 to charity: “Once she knew that she had enough money for her own needs, we were able to develop a strategy which would allow her to continue supporting the causes that meant so much to her. She also realized additional financial benefits including a strategy to manage her substantial unrealized income tax due to capital gains.”

Stephen considers philanthropic advisory as a valuable characteristic of his practice. “Every professional advisor looks to define that most important question, “How am I adding value to the relationship with my client?” We are coming into an age where there is commoditization of many different things, including advice. By demonstrating the value of your advice, you don’t have to worry about commoditization. You are demonstrating advice, based on your client’s reasons for giving and that cannot be replaced by a robo-advisor.” Stephen considers this added value and personalization as critically important to his business. His specialized knowledge in charitable giving has helped him stand out in a competitive field. “I’ve become more of an expert in a niche marketplace, and having the depth of resources and knowledge available through CAGP is invaluable. I will have one or two calls a month from either a donor or a charity that has been referred to me, and they say ‘I heard you that you were just the person who might be able to help me.’”

