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**« Donnez avec votre coeur, mais utilisez
votre tête pour le rendre plus intelligent »**

Stephen considère que la philanthropie est une décision de mode de vie pour la plupart de ses clients. Il reconnaît que les gens « donnent avec leur cœur » et il leur permet de franchir le pas en les aidant à établir un plan de don pour les aider à rendre leurs souhaits plus significatifs et efficaces. « Un plan financier se compose de plusieurs plans plus petits, qui portent notamment sur la retraite, la gestion des placements, la fiscalité et la planification successorale. Alors, quand vous ajoutez une planification de don de bienfaisance à une planification financière, vos clients voient tout de suite que ces planifications sont toutes intégrées et interdépendantes. Vos impôts sont liés à vos placements, vos placements sont liés à votre plan de retraite et celui-ci est lié à votre planification successorale. Tout est interrelié, dit-il. Si votre planification ne prend pas en compte l'activité financière régulière et périodique que représente un don d'argent ou d'avoir à un organisme de bienfaisance, qui à son tour a des répercussions sur la fiscalité d'un individu, alors vous ne fournissez pas la planification financière intégrée qu'on est en droit d'attendre de vous. »

Comme la plupart de ses clients font des dons de bienfaisance chaque année, il essaie de développer le concept d'une planification de dons continue avec une vision pour les dix prochaines années et parfois un plan de dons pour les cent prochaines années. Cette approche permet à ses clients de donner plus efficacement et plus généreusement. Une fois que les clients sont sûrs d'avoir assez d'argent pour prendre soin de leurs propres besoins, ils sont capables d'envisager la distribution de leurs avoirs aux gens et aux causes qui leur tiennent à cœur et à l'impôt. Il décrit une situation typique de planification pour une cliente dans la soixantaine qui donne chaque année 5000 \$ à des organismes de bienfaisance : « Dès qu'elle a compris qu'elle avait suffisamment d'argent pour combler ses besoins, nous avons été capables de mettre sur pied une stratégie lui permettant de continuer de soutenir les causes qui lui tenaient tant à cœur. Elle a aussi profité d'avantages financiers additionnels, notamment grâce à une stratégie de gestion de revenus fiscaux non réalisés en lien avec les gains en capital. »

Stephen considère que les conseils philanthropiques constituent un aspect précieux de sa pratique. « Tout conseiller professionnel cherche à répondre à cette question cruciale : « Comment ajouter de la valeur à ma relation avec mon client ? » Nous entrons dans une période de commoditisation de nombreuses choses différentes, y compris les conseils. En démontrant la valeur de vos conseils, vous n'avez plus à vous inquiéter de la commoditisation. Vous fournissez des conseils fondés sur les raisons qu'a votre client de faire un don et cela ne peut pas être remplacé par un robot-conseiller. » Stephen estime que cette valeur ajoutée et cette personnalisation revêtent une importance cruciale pour sa pratique. Ses connaissances spécialisées en matière de dons de bienfaisance l'ont aidé à se démarquer dans un domaine concurrentiel. « Je suis devenu un expert dans un créneau commercial. Le fait d'avoir accès à des ressources et à des connaissances approfondies grâce à l'ACDPD n'a pas de prix. Je reçois un à deux appels par mois de donateurs ou d'organismes de bienfaisance qui m'ont été référés et qui disent « J'ai entendu dire que vous seriez capable de m'aider. »



COLLABORATION

Doing Good for Business - The Inclusion of Philanthropy in the Canadian Professional Advisor's Business Practice, September 2018

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**DOING GOOD FOR BUSINESS –
THE INCLUSION OF PHILANTHROPY
IN THE CANADIAN PROFESSIONAL
ADVISOR’S BUSINESS PRACTICE**

BACKGROUND:

A 2014 Canadian survey found that wealth management clients are highly interested in discussing philanthropy and look to their advisors to lead the way. While the majority of advisors indicated they had conversations on charitable giving with their clients, the clients told a different story, saying only a very few advisors raised the topic. In fact, while 90% of financial advisors reported that they discussed philanthropy or charitable giving with their high net worth clients, only 13% of clients reported having such discussions (“The Philanthropic Conversation,” 2014, p. 19). Among the small group of clients that had discussed philanthropy with a professional advisor, less than half report having experienced a good, meaningful discussion (“The Philanthropic Conversation,” 2014, p. 20).

RESEARCH:

Research: This qualitative research closely examines those professional advisors that are managing to navigate those meaningful philanthropic conversations with their clients and asks: ***How has the incorporation of philanthropy impacted the business and practice of professional advisors, and what is the value proposition of this inclusion?*** For this research, the term “professional advisor” includes portfolio managers, wealth and estate planners, insurance brokers, financial business development managers, estate planning lawyers, and tax accountants. Thirteen professional advisors were identified by their peers as having successfully incorporated philanthropy and strategic charitable giving into their business practice. They are located in firms from Vancouver to Halifax, and represent a cumulative 360 years experience as professional advisors with a total of 156 years specializing in charitable gift planning. Semi-structured interviews were conducted with this diverse group of professional advisors and a detailed profile of each advisor is provided in the report.

...professional advisors who ignore philanthropy do so at the peril of their business, since clients will move to someone better positioned to meet their charitable needs.

FINDINGS:

Findings: Interviewees of this research note a surge of interest in philanthropy as Canadian demographics shift, which they see as a result of high levels of accumulated wealth over the past few decades, and coinciding with “baby boomers” beginning to make plans for a wealth transfer to the next generation. Indications point to a great opportunity for those advisors who are poised to provide guidance to their clients regarding their charitable intent – whereas professional advisors who ignore philanthropy do so at the peril of their business, since clients will move to someone better positioned to meet their charitable needs.

Impact on professional advisor business: Philanthropy is described as the glue that binds client’s loyalty to their service with such strength that the loyalty sometimes spans across several generations. To some, philanthropy is the attractor of new clients in a firm’s quest to create a “sticky business”. Others see strategic charitable gift planning as “an enduring revenue source” when funds that might otherwise have been transferred out are maintained, and continue to produce trailing commissions. All professional advisors interviewed agree that having incorporated philanthropy into their practice has strengthened and solidified their business.

LIST OF ACRONYMS

CA – Chartered Accountant
CFA – Chartered Financial Analyst
CEA – Certified Executor Advisor
ChFC – Chartered Financial Consultant
CFP – Certified Financial Planner
CGA – Certified General Accountant
CIM – Chartered Investment Manager
CIWM – Certified International Wealth Manager
CLU – Certified Life Underwriter
CMA – Certified Management Accountant
CPA – Chartered Professional Accountant
CPCA – Certified Professional Consultant on Aging
CRA – Canadian Revenue Agency
CSC – Canadian Securities Course
CSI – Canadian Securities Institute
DAFs – Donor Advised Funds
FCSI – Fellow of the Canadian Securities Institute
FEA – Family Enterprise Advisor
HNW – High Net Worth (client/individual)
MBA – Master of Business Administration
RIAC – Responsible Investment Advisor Certification
RIPC – Responsible Investment Professional Certification
TEP – Trust and Estate Practitioner
UHNW – Ultra high net worth

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