



**Rodman & Associates is a professional philanthropic advisory firm.  
We dedicate our services to:**

- Help clients clarify their philanthropic priorities and focus
- Support individuals, families and organizations in making a philanthropic impact
- Identify strategies and timing to best execute giving goals
- Conduct research to identify worthy organizations or initiatives
- Assess outcomes and revise giving plans as indicated

When working with financial professionals, we bring our expertise to complement your counsel. With no product to sell, we serve as trusted members of the advisory team. We can enter at any phase of the planning process and will work with you to insure your clients achieve their philanthropic aspirations while maintaining ongoing financial security. Adding philanthropic services to your existing portfolio of services has been proven to increase client satisfaction and loyalty and bring the next generation of heirs to your table.



## Joy H. Selak, Ph.D., CAP®

Joy H. Selak, a Chartered Advisor in Philanthropy®, is specifically trained in areas including philanthropic planning for wealthy families, charitable giving strategies, and gift planning involving nonprofits. Dr. Selak collaborates with financial advisors, estate planning attorneys and other wealth management professionals to strategize and execute charitable giving plans that meet client priorities, improve outcomes, create an enduring legacy and engage the next generation in family philanthropy.

In addition to the CAP®, Joy's credentials include 14 years as an investment advisor, first with Merrill Lynch, then as VP Investments with Smith Barney. She, with her husband, managed over \$100 million in diverse client assets. She has been a founder, board President, leader and development director of various nonprofits, both in Austin and nationally. She is currently serving her 4th term on the ZACH Theatre Board and was President during the capital campaign and opening of the Topfer Theatre. She holds a doctorate in Curriculum and Instruction, a degree that gave her experience in designing learning plans that are development, sequential and measurable.

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*Very rarely do we meet someone with such a rich set of experiences: educator, curriculum writer, stockbroker, writer, speaker, philanthropist & singer. It is even more rare to find such a strong entrepreneurial drive in someone with her list of accomplishments. She is a careful listener with a sharp intellect, offers great insight & opinions & is able to challenge the status quo with grace. Joy's enthusiasm rivals that of any Silicon Valley wonder kid, but unlike those peers, her focus on strategic planning & her commitment to philanthropy make her a true Joy!*

Tom & Deb Feo, Principals & Co-Founders,  
Healthcare Control Systems, Inc.

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# Financial Advisors & Philanthropy: **The Facts**

When wealth advisors include philanthropic support in their services, current research indicates that they realize significant positive outcomes, such as increased client loyalty and satisfaction

and a greater opportunity to engage with the next generation. Recent research also suggests that a substantial population of high net worth clients want and need these services.

**Only 41%  
of individual  
donors research  
the charities to  
which they give**

Only 17% of donors research comparable organizations. Rodman provides this service.

**91% of High  
Net Worth  
Households  
Give to Charity**

In 2015, 91% of high net worth families gave to charity with an average dollar amount of \$25,508. 28% of these families plan to increase giving over next 3 years.

**Philanthropic  
Support  
Increases Client  
Satisfaction by  
40%**

Clients who receive philanthropic planning support through their financial advisors are 40% more likely to be very satisfied with their advisors.

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*If you provide the philanthropic support for a client to be more generous than they imagined that they could, it creates a moat around you and that client that no other financial advisor is going to breach.*

Brad Hulse, CIMA, CFP, CAP, First Vice President,  
Senior Investment Management Consultant, Wealth Advisor, Morgan Stanley

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# Financial Advisors & Philanthropy: **The Facts**

## 33% of High Net Worth Individuals Participate in Impact Investing and Desire Guidance

When advisory services include guidance on social impact investments, 90% of investors report being extremely satisfied or satisfied. The 'double bottom line' of investing to do good, while doing well, is increasingly popular with investors.

## 42% of Millennial Heirs Will Stay with Advisors Who Support Family Philanthropy

Heirs of family wealth (33%) and, in particular, millennial heirs (42%) are found to be more likely to stay with their family's wealth advisor if that advisor provided support in philanthropic planning.

## Philanthropy is Increasingly Valued Among Wealthy Families

The benefits of incorporating strategic philanthropy into wealth management services have been increasing alongside a growth in American philanthropy, which has multiplied 6 times since the 1950's, even after taking inflation into account. 62% of investors believe philanthropy is an important way to educate the next generation regarding family values and legacy.

Sources:

*Giving USA; US Bureau of the Census; CPI inflation adjustments by the editor, The Almanac of American Philanthropy 2015*  
*The 2016 U.S. Trust Study of High Net Worth Philanthropy*  
*The Transformative Power of Philanthropy: An Exploration of How the Desire to Make an Impact is Evolving Advisor-Client Relationships, 2016, State Street Global Advisors*  
*Money in Motion, Multigenerational Wealth Management, 2015, State Street Global Advisors*

# Overview: Benefits & Services

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*The percentage of high net worth clients who contribute to charities annually (98%) exceeds the percentage of advisors who offer charitable planning support (14%). This creates a huge untapped opportunity.*

Ryan Boland, Vice President, Complex Asset Group at Fidelity Charitable

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It is a challenging task to make consistently effective and strategic philanthropic decisions, particularly when high net worth donors are faced with a barrage of requests for funding. Rodman & Associates works collaboratively with you to ensure giving decisions are true to client priorities, address identified and documented social needs and remain consistent with the sound financial management and estate planning that you provide.

## Fee Structure

Services are initially offered by the hour at \$125. Longer-term agreements may be negotiated based on the number of clients served, length of the contract and frequency of services rendered.

## According to recent data on wealth advisors and philanthropy:

- Advisors underestimate the number of clients who donate regularly by nearly 50%
- 90-95% of advisors lose assets during an estate transition
- 50% of advisors report that clients need philanthropic advice exceeding their capabilities
- Fewer than 10% of advisors initiate a conversation about philanthropy

Clients need expert guidance when making significant philanthropic decisions. Rodman & Associates can strengthen your relationships with your clients by providing:

## Trusted Guidance and Planning

- Serve as a skilled, collaborative member of your team, with no sales role
- Help clients develop fiscally sound philanthropic priorities and strategies
- Determine generational engagement and tactics

## Thorough Research and Reporting

- Identify and assess charitable needs—whether local, national or global
- Compare organizations in similar sectors to find the best intersection with client goals
- Conduct interviews, site visits, and evaluations prior to gift decisions

## Ongoing Evaluation

- Determine application, award and reporting standards
- Conduct annual reviews of impact and outcomes
- Make recommendations for revisions based on review and community needs

# Legacy Giving: Your Questions Answered

## When it comes to philanthropy, what are some of the most common characteristics of giving among Americans today?

The United States of America is the most generous country on earth, with donors giving locally, nationally and globally to support critical causes. Americans are also, not surprisingly, very independent. They value giving that comes from the private sector and while 86% think philanthropy is important, they do not want to be told how, when or to whom to give. Most Americans support charitable tax deductions, but that is not their sole reason for giving. They believe that nonprofits deserve public trust, and that giving through them can, and does, make the world a better place.

## What is meant by Legacy Giving?

Motivations to create a philanthropic legacy are often rooted in personal experience and history and deep knowledge of a cause or organization. With support from advisors, donors may utilize more sophisticated charitable tools to offer longer term strategic support, creating a legacy for the donor during their lifetime and beyond. Examples of legacy gifts may be program or facilities support, an endowed seat, chair or department, or a named building, garden or public square.



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*A deficit in planning results in a deficit in giving. Statistics show that among adults over 50, less than 6% have access to charitable planning as a component of their financial planning.*

Russell James, professor, charitable planning at Texas Tech University

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# Legacy Giving: Your Questions Answered



## Why is legacy planning important?

Legacy planning takes a longer view of financial planning and begins with a deep conversation about the events and influences that shaped the client's values, what they hope to accomplish with their resources and how they wish to have a lasting impact. Collaboration between clients, their financial advisors and a CAP® determines how much is needed to provide financial support for self and family, and perhaps how much is too much to pass on to heirs. With this awareness, clients and advisors can work together, using multiple strategies, to make a strategic philanthropic impact now, later and beyond death. Client satisfaction is increased by 40% when this collaborative approach is used.

## How can philanthropy help build and strengthen a sense of family?

Through family philanthropy, members discover their identity in and out of the family, develop empathy and concern for their community, get to know each other as part of a family culture, and build connections across generations. When heirs are mentored by a trusted advisor like a CAP® they can be more involved and informed in determining the family's philanthropic legacy. Often elders and heirs work together to identify social needs, offer service to the community and expand their shared vision, and are more likely to make a lasting impact around shared priorities.

Source:

*State Street Global Advisors, The Heart of Wealth Management, 2017.*

**Rodman & Associates**

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