

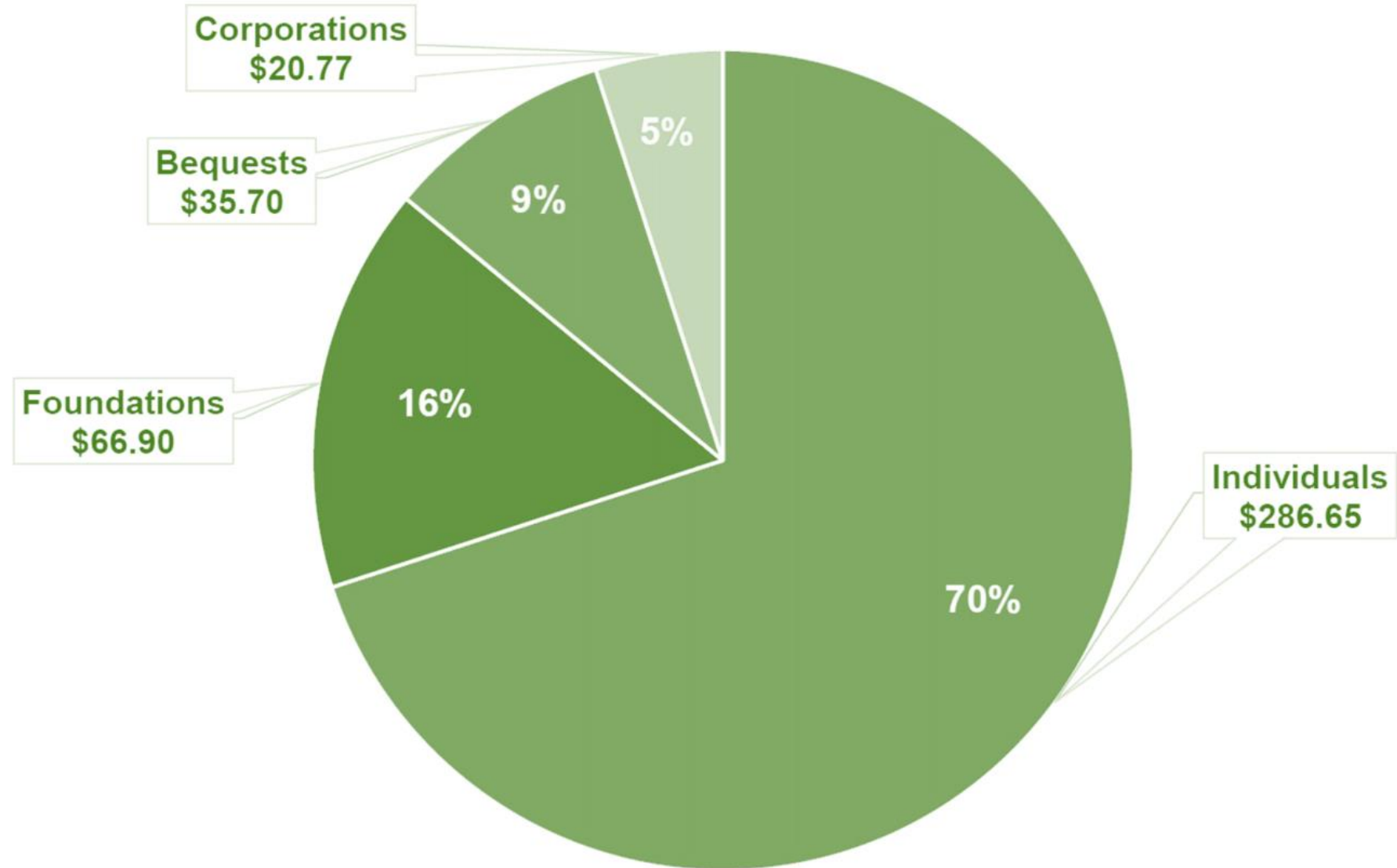


DIANE PARNES, Founder & CEO
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TOTAL GIVING TRENDS

2017 CHARITABLE GIVING BY SECTOR FROM *GIVING USA* (IN BILLIONS)





Wealth Family sets up and contributes personal assets to a DAF. The grant is irrevocable

The grantors receive immediate tax benefits for charitable contributions

Donor Advised Funds Sponsoring Organization

The sponsoring organization helps set up, manages, and administers the Donor Advised Funds Accounts for several investors.

DAF Account 1	DAF Account 2	DAF Account 3
DAF Account 4	DAF Account 5	DAF Account 6

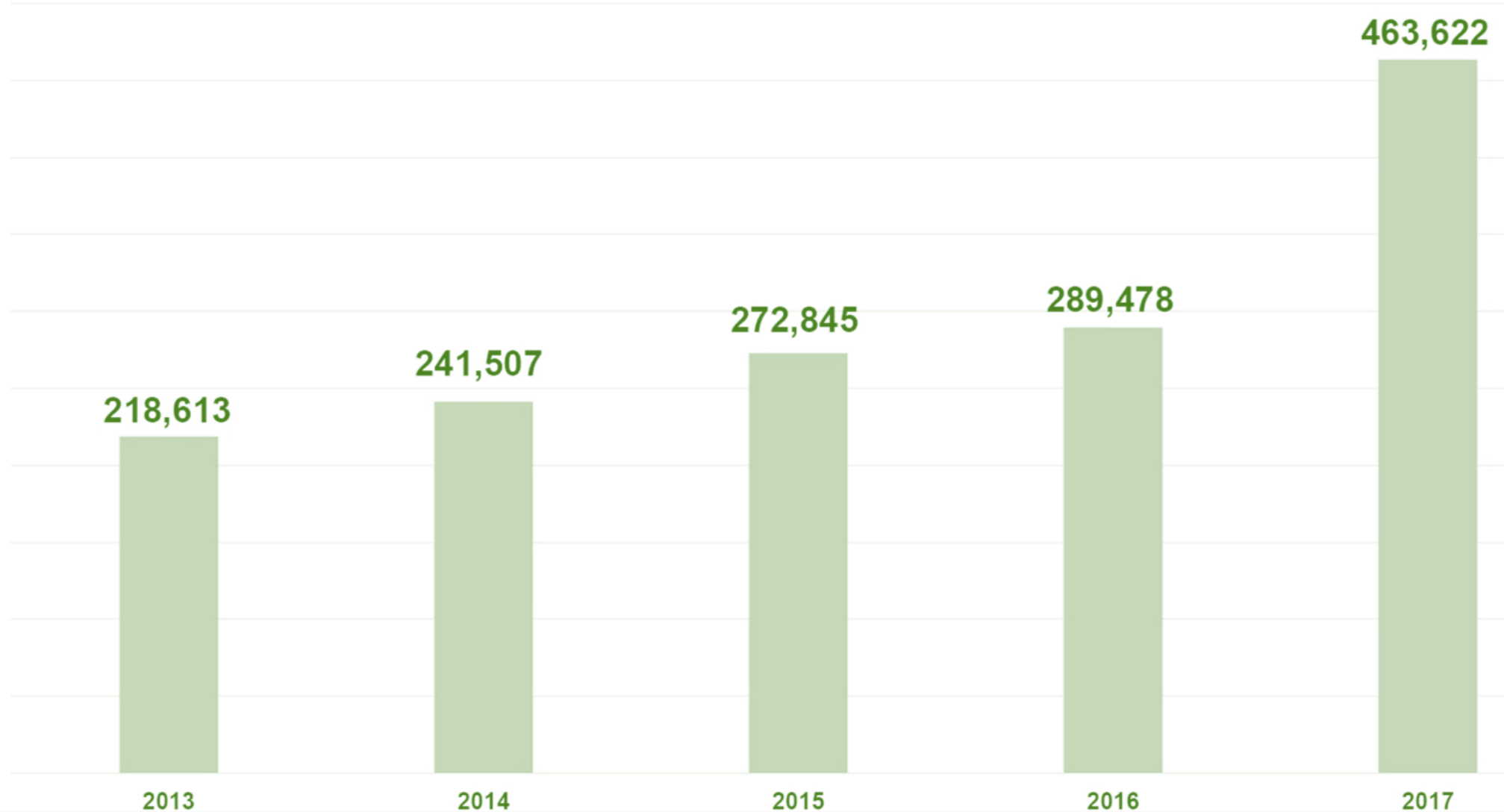
Funds are invested into various investment vehicles and grow tax free

Donor can direct grants to any approved charity at any time.



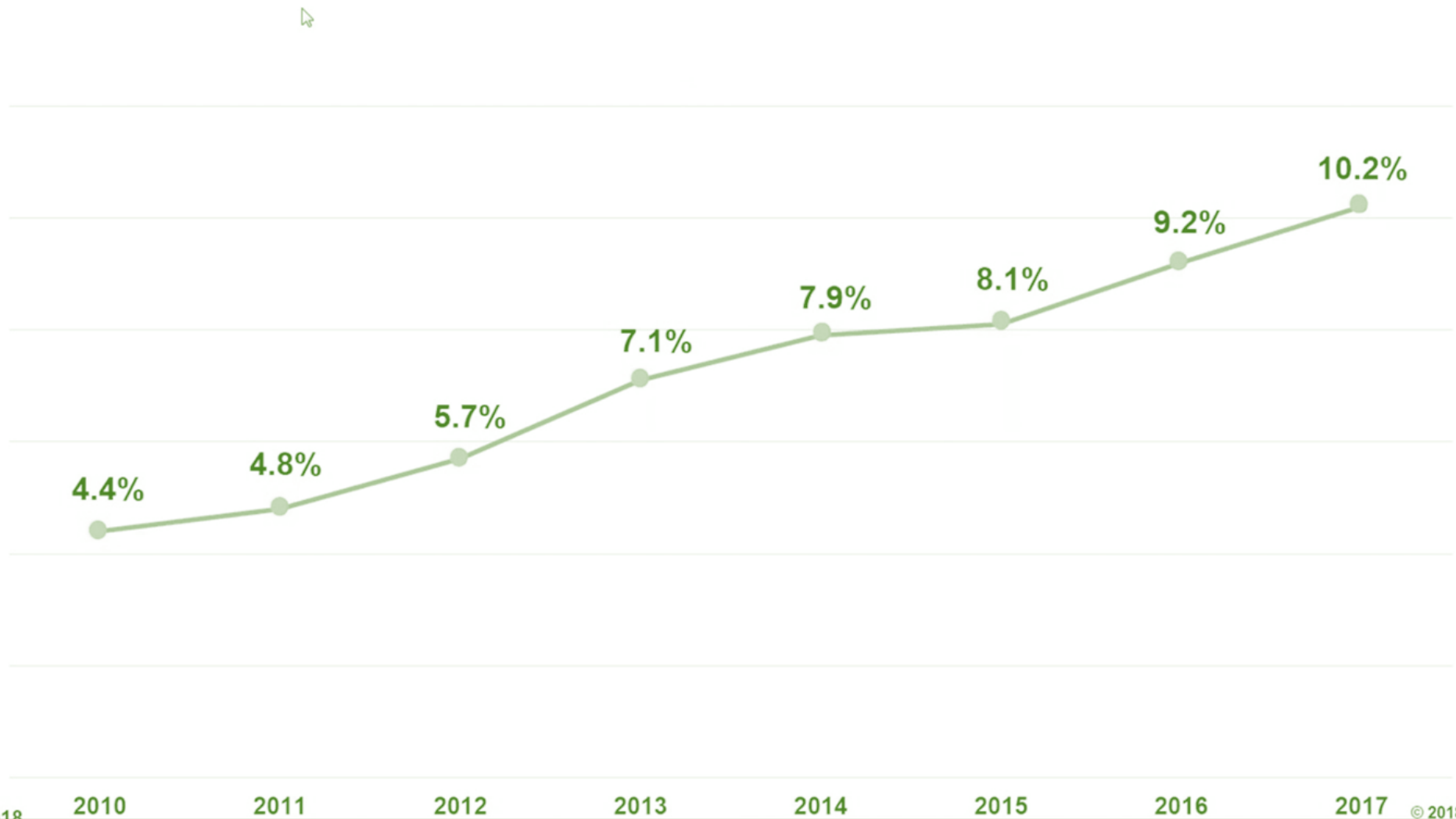
Charitable organizations receive grants

TOTAL NUMBER OF DAFs



CONTRIBUTIONS TO DONOR-ADVISED FUNDS EXPRESSED AS % OF TOTAL INDIVIDUAL GIVING

5



TOTAL VALUE OF CONTRIBUTIONS TO DAFS

EXPRESSED IN \$B



TOTAL GRANTS MADE BY DAFs

EXPRESSED IN \$B



5 ways donors use DAFs & fundraising tips

DONOR USE	FUNDRAISING TIP
• Streamline their giving.	• Make DAF giving easy.
• Recommend charitable grants	• Cultivate as a major donor.
• Donate complex assets	• Encourage donor to set up a DAF or establish your own DAF or designated fund at a DAF sponsoring organization
• Involve their families in philanthropy	• Cultivate next generation of philanthropists
• Establish a charitable legacy	• Target DAF donors for planning giving appeals



Here's what your DAFwidget will look like:

1

This is how the DAFwidget might look on your website

(Note: We recommend you place it below your online donation button):

DONATE NOW

Give now from your
[Donor-Advised Fund](#)



2

And this is what the widget pop-up looks like:



Give from your
donor-advised fund:

Enter donor-advised fund name

GO »

By using this search tool, you agree to the [Terms of Service](#) and [Privacy Policy](#).

DAFwidget.com

HOME >

Please enter your username and password below. If this is your first visit or you're having trouble entering the site, contact us at 650.450.5549 or onlineassistance@siliconvalleycf.org and we'll be happy to assist you. We are here during regular business hours of 8:30 a.m. - 5:00 p.m. (PST) Monday through Friday.

Donor Login

Username:

Password:

☐ Remember login

Login

[Forgotten password](#)



Invest in the future of St. Jude through a donor advised fund

Giving through your donor advised fund is quick, simple and can help
transform the future for St. Jude patients.

Learn More

Grant Now

St. Jude patient Tammy, age 5, brain cancer





What is a donor advised fund (DAF)?

A donor advised fund (DAF) is a philanthropic giving vehicle that provides an immediate tax benefit to you, and allows you to recommend grants to charities of your choice over time.

[Learn more ⁱ](#).



How do I give through a donor advised fund?

Granting to St. Jude through a donor advised fund is simple and easy, and can be done by granting a gift to St. Jude today, or making a gift later.

[Learn more ⁱ](#).

When granting through your donor advised fund, please use the following information:

Tax ID

St. Jude Children's Research Hospital

Tax ID 62-0646012

Mailing address

St. Jude Children's Research Hospital

501 St. Jude Place

If you already have a donor advised fund, you can select your financial institution and log in to your account to begin granting to St. Jude:

Fidelity Charitable

Vanguard Charitable

Schwab Charitable

Goldman Sachs

National Christian
Foundation

Raymond James

Silicon Valley Community
Foundation

National Philanthropic
Trust



Double *the* Donation

matching gifts made easy



Matching Gift
Forms (both paper
& online links)



Easily Understandable
Instructions &
Guidelines



Minimum &
Maximum
Amounts Matched



Matching
Gift Ratios



Volunteer Grant
Information for
Volunteers



Company
Contact
Information

Matching gift widget: Basic
\$299/ Premium \$499

doublethedonation.com

See if your employer will
match your donation!



Search company name...

Let's Check

All information provided by
Double the Donation





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