

RCF: Your Donor-Advised Funds Resource

With donors turning in droves to Donor-Advised Funds (DAFs) to meet their charitable giving objectives, advisors need a resource that can help them understand DAFs, and launch and manage them for their clients. Renaissance Charitable Foundation (RCF) is that resource. With an advisor-friendly platform, two decades of DAF experience, and relationships with charities in all 50 states, RCF helps make advisors heroes by connecting them to simple, tax-smart and effective giving options for their clients.

THE RISE OF THE DAF

More and more donors are looking for opportunities to deliver real charitable impact while also enjoying tax benefits, and DAFs are giving them those opportunities. In response, donors have made DAFs the nation's fastest-growing philanthropic vehicle over the last decade. In 2018, donors contributed \$37.12 billion to DAFs, and DAFs distributed \$23.42 billion to nonprofits, according to Giving USA.

As a firm that supports more than \$600 million in DAF assets for Franklin Templeton and its clients, RCF lets you connect your clients with an industry leader.

\$37.2 bil.

Amount donors contributed to DAFs in 2018.

Giving USA

HOW RCF WORKS WITH YOU

An IRS-recognized 501(c)(3) organization, RCF will serve as the sponsoring charity for your client's Donor-Advised Fund, allowing you to facilitate a proven process for meeting the client's philanthropic goals. With a branded online platform and a tried-and-true process for vetting charities and distributing grants, RCF does the heavy lifting on creating and administering your client's DAF, but, because RCF is investment-neutral, your clients continue to work with you.

WHAT YOU GET WITH RCF

Low fees. RCF has industry-low DAF administrative fees

Investment flexibility. The Franklin Templeton Mutual Funds are available for the advisor to customize a portfolio that will help meet the needs of his clients.

A resource for non-cash giving. DAFs offer a vehicle for unlocking the value of illiquid assets such as real estate and company stock so that they may benefit charitable organizations.

Legacy development. Donors can create an endowed legacy naming their favorite charities as beneficiaries or name successor advisors to manage the fund into the future.

Technology. RCF's proprietary donor-portal platform gives the advisor and the donor access to fund documents (tax receipts, grant letters, etc.) and allows contributions, grants, and account changes all to be made online. The portal makes grantmaking easy by providing a streamlined recommendation process that incorporates Guidestar access for vetting.

Marketing support. RCF supports advisors with guides for starting philanthropic conversations and processes for building charitable giving into their practice.

A long-time partner. RCF has serviced the Franklin Charitable Giving Program since 2005, so the firm knows and understands your mission, approach and service expectations.

EXPERTISE, TECHNOLOGY AND SUPPORT

With RCF providing DAF expertise, technology and administrative support, you can focus your energy and resources where they matter most.

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