



Ren: The Leader in Flexibility and Independence for Donor-Advised Funds

Use your own investment strategies and products—without compromise.



Most Donor-Advised Fund providers offer a one-size-fits-all approach. Ren is different—we're built to support your unique investment strategies and in-house products. See how Ren compares to other leading DAF providers.



Custodian Neutral

Many DAF providers restrict assets to their own custodial platform, which limits flexibility. We partner with any custodian, ensuring that you maintain control over your clients' custodial relationships. This allows you to tailor your clients' financial strategies while keeping their asset management options open.



Investment Neutral

Unlike other providers, we don't offer investment pools. This means you have full flexibility to select and manage your clients' investments, with complete control over their DAFs. Whether it's individual securities or complex strategies, you're free to manage client assets in the most effective way for their goals.



Flexible Investment Policy

Many DAFs impose restrictions on certain asset classes, concentrated positions, or high liquidity requirements. We offer a more flexible approach, supporting a wide range of investments, including alternatives, concentrated positions, and impact investments, with up to ~80% of the DAF allocated to these types. This means more options and more control for your clients.



No Upfront Due Diligence Fees or Put Options on Complex Gifts

While many providers charge upfront due diligence fees or require one-year put options on non-cash gifts, we eliminate these barriers. This makes it easier for your UHNW clients to donate complex assets such as business interests, real estate, and more, without the added cost or hassle.



No SMA Minimums

Many providers impose high minimum balance requirements for separately managed accounts (SMAs). With us, there are no SMA minimums. This allows you to implement personalized strategies without worrying about hitting arbitrary thresholds.



Strategic Partnerships

We don't just provide tools—we offer strategic partnerships with specialists, giving you access to a network of experts to deliver bespoke solutions for your clients. Whether your client needs unique investment strategies or specialized advice, we've got you covered.



Private Labeling

Strengthen your client relationships with our *private-label* options, which allow advisory firms to brand their own DAFs. Unlike some large DAF sponsors who don't offer this option, we empower you to create a personalized experience for your clients, enhancing their connection to the philanthropy process.



Comprehensive Giving Solutions

Beyond DAFs, we provide a full suite of giving solutions, including charitable trusts, annuities, and pooled income funds. This ensures you can offer a broad range of philanthropic strategies to meet your clients' diverse needs.



Patrons Circle: Philanthropic Services for Large Accounts (\$50mm+)

We offer *white-glove philanthropic services*. This includes complex grant services, dedicated support, and customized strategies designed to meet the unique needs of high-net-worth families, ensuring they receive the highest level of attention and service.



Competitive Fees

We offer competitive fees that make our platform accessible and cost-effective, without sacrificing the level of service you and your clients deserve.

By working with us, you're offering your clients an unparalleled level of flexibility, control, and specialized services, all while enhancing your own ability to tailor solutions to their unique philanthropic needs.