

Northwest Development Officers Association

*The Business of Fundraising:
Learning from the Best in Business*

Investor Philanthropy: How the Portfolio Makes a Difference

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February 17, 2004



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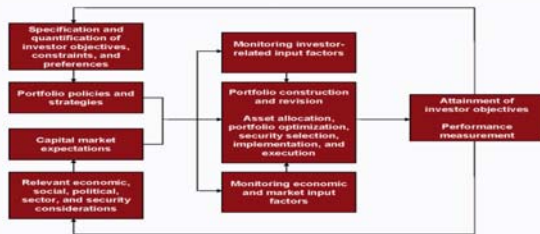
Agenda

- Process Tool: “Political, Economic & Capital Markets Analysis”
- Putting It Together
 - ✱
- Squeeze on Benefits of Portfolio Giving
- Successfully Navigating Tax Law
- Stock Market Roller Coaster
- Finding New Opportunities
- Resources

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“Political, Economic & Capital Markets Analysis”

Applying an Investment Portfolio Management Technique to the Fundraising Process



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Political Analysis

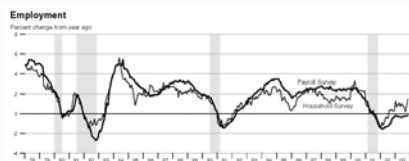
- Leadership
- Fiscal Policy
- Tax Policy
- Regulatory Issues



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Economic Analysis

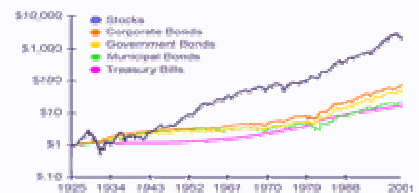
- Economic Activity
- Employment
- Interest Rates
- Inflation



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Capital Markets Analysis

- Stock Markets
- Bond Markets
- Return Expectations



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Putting It Together

- Fundraising Strategy for 2004

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“Tactics: Adapting to the Economic Environment of 2004”

By M. Allison Beezer, CFA

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Squeeze on Benefits of Portfolio Giving

- Reduced Capital Gain Tax
- Increased Tax-Deferred Saving
- Reduced Mortgage Interest Expense
- Reduced Federal Revenue and Programs
- Shrinking Estate Tax
- Greater Caution by Investors

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Successful Navigation of Tax Law

- Wealthy Individuals
- Greater Donor Responsibility

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Stock Market Roller Coaster

- Status of Unrealized Capital Gains
- Focus on Portfolio Safety
- Source of Past Donor Gifts

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Finding New Opportunities

- Know Your Donors
- Care Act of 2003

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Resources – Politics



COUNCIL on FOUNDATIONS
PROMOTING KNOWLEDGE, GROWTH AND ACTION IN PHILANTHROPY

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Resources – Economics



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Resources – Capital Markets



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