



A Guide for Professional Advisors

How we can help you exceed your clients' expectations

The Leeds Community Foundation

The Leeds Community Foundation is an independent, non-profit organisation and is registered both as a charity and a company.

Our aim is to improve the quality of life of local people. We do this by encouraging local giving. Our focus is on building better and stronger communities for future generations.

We have two key roles. One is to act as a “donor services agency”, working with individuals, organisations and companies to establish and then manage a wide range of charitable funds. The second is to act as the bridge with the local community and voluntary sector, ensuring the grants are used to address real needs, problems and issues.

About Leeds

It is well-established that the Leeds economy is a vibrant one. It is the second largest Metropolitan District in England, the regional capital of Yorkshire and the Humber, the largest employment centre in the region as well as being the regional centre for finance, business services and media.

At the same time, however, there are large pockets of deprivation and disadvantage throughout the city and there is a real need to invest in key areas such as health, the environment, working with young people and the elderly etc.

The Leeds Community Foundation was established to help address these and other emerging needs.

Our work with professional advisors

We work with professional advisors to help you meet your clients’ charitable needs and exceed their expectations. We add our expertise to yours to offer a professional service that helps you provide added value to your clients as well as having direct benefits for you and your business.

We provide tailored services for private clients who are interested in: making a charitable donation; setting up a named endowment or flow-through fund; transferring an existing charitable trust; leaving a legacy in their will; or giving stocks, shares, land or property. Similar services can be offered to corporate clients who have an interest in supporting their local community and putting their Corporate Social Responsibility policy into practice.

The benefits that we can offer your clients include:

- **We are local.** Your clients’ funds will be used to support the local community in which they live and work. They can visit projects and see, for themselves, what positive effects their support is having.
- **We are impartial.** You may be reluctant to recommend specific charities to your clients for reasons of impartiality. We do not favour any sector in particular.
- **We are flexible.** Your clients can choose what kind of causes they want to support. They can change their mind over time, supporting health for a period of time and then switching to environmental projects. This enables them to quickly respond to emerging needs or crises. Your clients are in control and can be as involved as they want in the grant-making process.
- **We are quick and cost effective.** We can set up a named fund (which acts like a charitable trust) after just one meeting rather than having to wait several months or longer to get registered as a charitable trust. We charge an annual fee (ranging from 1-10%) for managing these funds, providing a quality service at a very reasonable price.
- **We make giving easy.** We review the applications, provide summaries of what the applicants are requesting, check on their validity, arrange for the donations to be made and follow them up to make sure they have spent the money as they said they would.





How can you help?

There are many ways in which professional advisors can support the work of the Leeds Community Foundation. You can:

- Act as ambassadors for our work, informing your own private and corporate clients about the benefits we can provide.
- Display some of our general information leaflets in your premises and Reception areas.
- Promote our work in some of your own publications such as your Annual Review, or have a link to our website from your own.
- Introduce us, on a one-to-one level, to clients who want to support the local community.
- Include information about our work and the benefits of tax-effective giving in a mailing to your clients. We are happy to personalise any information you would like to send out. This helps demonstrate that you, too, have an interest in corporate social responsibility.
- Encourage clients, when making or changing a will or seeking a deed of variation, to consider supporting the Community Foundation. We suggest they contact us to ensure we can meet their request before completing their will.
- Recommend us to clients with their own charitable trusts which might be struggling to remain active or are actually dormant. We can provide a range of services from assisting with their grant-making to taking over the trust completely. They can retain an interest without having the financial and legal responsibilities.
- Provide us with direct support either in cash or in kind. You might wish to make a donation to our Themed Funds that support causes such as Young People, Health and the Environment. You may want to set up a named fund yourself, with a committee of staff and partners deciding on which local causes you want to support.
- Co-host an event with us or sponsor one of our own planned events to which donors and prospective donors are invited.

We are knowledgeable. We have good knowledge of the key needs in the local communities. We can locate specific causes, evaluate their effectiveness and easily match your clients' interests to specific projects on the ground.

We can help clients give tax-effectively. As a registered charity we are an ideal vehicle for all methods of tax-effective giving, offering significant tax benefits for your clients.

We pool all our investments. Whilst a client may be able to invest £10,000 themselves (and distribute the interest accruing on that amount), we pool all our funds together. This means we can command higher interest rates, resulting in a higher return for their initial investment. This, in turn, means that we can give more grants to local groups.

We are here to stay. If a client leaves a legacy in a will today, it is possible that the cause they wanted to fund is either no longer in existence or in need of assistance by the time their will comes into effect. With a named fund, our trustees have discretion over the distribution of gifts left to them. We can ensure that the original intentions of your client are carried out without having to resort to the Charity Commission for a variance of the original deeds of a trust or intentions in a will.

We carry the financial and legal responsibility. Setting up a personal charitable trust may be time-consuming and costly to establish and administer. The 2nd generation family members may not want to carry on running them. The onus on trustees is increasing – to invest and monitor the investment of funds, to ensure regulations are followed in grant-making, to meet the stringent needs of accounting requirements under SORP as well as the independent scrutiny of the accounts. With a named fund at the Leeds Community Foundation, all these responsibilities are born by our trustees.

Some of the above will also benefit you, as a professional advisor. Other benefits might include:

Our service is personalised and very flexible so it is very likely that we will be able to find a solution that meets and even exceeds your clients' needs and expectations. As you will have introduced them to us they will be grateful to you. This will help to strengthen your relationship with them.

We may be able to act as a source or information for you i.e. on specialist voluntary sector services or general voluntary sector activity.

You do not have to spend time finding charities that your client might be interested in supporting. We do that work for you.

Your support for us, as a registered charity, shows your commitment to the local community.

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