

# PHILANTHROPY

CONVERTING YOUR PASSION ASSETS INTO  
CHARITABLE OPPORTUNITIES

The Fine Art Group

# STRATEGIC PHILANTHROPY TO MEET YOUR CHARITABLE OBJECTIVES

The field of strategic philanthropy has become more sophisticated and complex. Many individuals are starting to recognize that their art and collectibles can be sources of philanthropic funding. It is possible to release value from these 'passion assets' to meet their charitable objectives.

Our expertise in the art and collectibles market as well as our experience in assisting donors and charities with philanthropic strategies positions The Fine Art Group as the thought leader in this space. The Fine Art Group can assist donors who would like to convert their passion assets into legacy gifts

Whether you are an individual, family, foundation, or non-profit organization, The Fine Art Group can help make your charitable vision a reality. Non-cash passion assets such as Fine Art, Jewelry, and Collectibles can have tremendous value and these assets may allow you to further your charitable journey. Having worked on many philanthropic projects, The Fine Art Group has developed the know-how to provide practical solutions for releasing value from your non-cash passion assets so that donors can support the causes that they are passionate about.

The Fine Art Group can guide you through different strategies to release value from your passion assets to achieve charitable impact:

1. Gift to a Donor-Advised Fund (DAF), Foundation or Charitable Remainder Trust
2. Sell the passion asset and allocate the proceeds toward impact investing, a non-profit organization or to a DAF
3. Donate to a museum or public institution

## Types of Non-Cash Passion Assets:

- Paintings and Sculpture
- Jewelry & Watches
- Pop Culture & Sports Memorabilia
- Coins
- Wine & Spirits
- Collector Cars
- Books & Manuscripts
- Other Valuable Collectibles

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# 1. GIFT TO A DONOR ADVISED FUND

For charitably-minded donors, **gifting fine art and other valuable collectibles to a donor-advised fund (DAF) may provide a tax-efficient way to achieve philanthropic benefits.** A DAF is a charitable giving vehicle created for the purpose of managing charitable donations on behalf of an organization, business, family or individual. Gifting passion assets that have appreciated in value to a DAF can provide a unique opportunity to leverage your passions assets to achieve maximum impact with your charitable giving.

The Fine Art Group will guide you throughout the whole Selling Process:



# 2. SELLING WITH A PURPOSE

By working with The Fine Art Group, you can **sell passion assets to generate charitable funding for impact investing, to support a non-profit organization or to gift the proceeds to a DAF.** We can identify the best sales venue for your passion assets and negotiate competitive terms to achieve the highest sales outcome. Appreciated passion assets held for over one year provide a unique opportunity to leverage your most valuable investments to achieve maximum impact with your charitable giving. We work across categories, locations, and sales channels to ensure property is offered at the optimal price and platform. Whether it be with auction houses, major dealers, or directly with the world's most prominent collectors on private treaty sales, we know that our considered strategy will reflect the most dynamic and successful approach.

Other Benefits associated with the Selling of Passion Assets are:

- Simplified conversion of passion assets into a funding stream for your philanthropic goals.
- Many donors wish to make these kinds of gifts for lifestyle reduction.
- The donors may not want to store, insure and manage these non-cash passion assets.
- There may not be any heirs or the heirs may not want to keep the property.

# 3. DONATING PASSION ASSETS TO A NON-PROFIT ORGANIZATION

Collectors of passion assets may also decide to **directly donate these objects to a museum or public institution.** In this way, a client may still contribute to a non-profit organization and establish a legacy without having to liquidate cherished collections that may have been cultivated over decades. The Fine Art Group can assist with the tax related donation appraisal for museum gifts.

Issues to Consider when Donating Valuable Passion Assets:

1. Has the client owned the donated object for at least one year?
2. Will the donated object be used by the charity in its tax-exempt function (related use)?
3. Has the charity agreed to keep the object for at least three years?
4. Is the client a collector or investor?
5. Has the client obtained a qualified appraisal for the donated object?