

# SACRAMENTO BUSINESS JOURNAL

## Biz Smarts: Year-end giving and its economic and organizational benefits

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The end of the year is creeping closer, taking us to the single biggest fundraising opportunity for all nonprofits. Understanding the spike in both donations and volunteer time that typically occurs between Thanksgiving and New Year's Eve, Sacramento charities are focusing on year-end fundraising campaigns.

And for donors, in addition to general goodwill, giving in the 4th quarter of the year is also typically motivated by those looking to maximize end-of-year income tax deduction opportunities. In lieu of making outright cash gifts, many tax and financial advisors suggest clients engage in end-of-year gifting of appreciated stocks, bonds or mutual funds, as donors typically are able to avoid paying the capital gains tax associated with an outright sale of a security that has grown in value.

If you are looking to make a donation, nonprofits are expanding the timeline for their final fundraising campaigns, bolstered by the addition of the now annual #GivingTuesday on November 27. In fact,

according to the Network For Good, in 2014, 31 percent of annual giving occurred just in December, and 12 percent occurred in the last three days of the year.

Things are no different for some of the more popular nonprofits in the greater Sacramento area, with specific end-of-year initiatives beginning to roll out now.

On the Sacramento Children's Home (SCH) homepage, a targeted holiday giving campaign is already up and running, as potential donors are immediately greeted with the message "Help Make Holiday Dreams a Reality." SCH has also created a YouTube video focused on this year-end giving theme, and in addition to directly soliciting cash donations, has also implemented two additional ideas for this end-of-year push. The Grab a Wish Star focuses on the direct emotional connection felt by a donor in donating a specific gift requested by an actual SCH child, helping to directly fulfill the holiday wishes of real children served by SCH. At holiday time, this directly benefits approximately 1,500 children, as donated gifts are typically the only gifts children at SCH receive.

Additionally, the Sacra-



mento Children's Home has an Adopt a Family program, aimed at families, coworkers, or groups looking to take care of more than just one SCH child this holiday season. Meant to focus on the growing need to provide further support to families served by their community programs, SCH's Adopt a Family program supports those living in some of the highest risk areas of Sacramento and often lack the resources to provide for themselves or their children during the holiday season.

The Sacramento SPCA creatively leverages the end-of-year giving season by sponsoring a Jingle Bell "Pup Crawl" in early December that brings together donors, volunteers and, of course, dogs! Funds are raised through ticket sales for the event, as participants and their furry

friends enjoy food and drink specials at a number of local Sacramento eateries and craft breweries. Understanding the popularity of craft beer in and around the city, as well as the continued momentum of Sacramento's farm-to-fork movement, the Pup Crawl idea does an excellent job of tying together popular local themes to make end-of-year giving both easy and fun.

The holiday season is always an enjoyable but frenetic time of year. And for local charities, it is the time of maximum fundraising opportunity. All charities benefit from our general proclivity to give in both November and December, but additional economic and organizational benefits are gained by those who are creative and intelligent in how they cultivate this philanthropic spirit.