

The Charitable Choice

Powering Better Wealth Planning Through
Family Unity and Shared Goals

Mark Nelligan

Managing Director

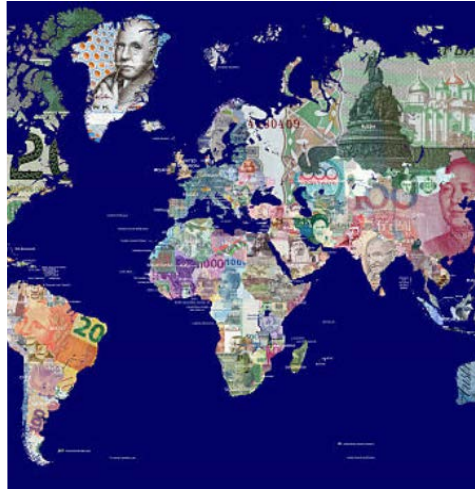
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A family that gives together grows together—it is a cliché, but critically relevant for high-net-worth (HNW) clients

Asia Leads as the Fastest Growing Region for Wealth

An estimated 85 percent of Asia's billionaires are first-generation, creating one of the largest wealth transfer opportunities in over the next 20 years*



Impact investing driving philanthropic strategy for next generation*



Governments throughout Asia, including Singapore, are making it more attractive to give**



Worldwide, fewer than 500 people are expected to hand over more than US\$2.1 trillion to their heirs, equal to India's gross domestic product (GDP) in 2015*



Primarily cash donations today, however, share donations** and socially responsible investing are increasing in popularity



*UBS Billionaires Report 2016. **<https://www.globalphilanthropic.com/blog/2015/12/asian-philanthropy-and-wealth/>;

Challenges of Establishing a Lasting Legacy

Families rarely agree 100% on general family matters— decision-making on charitable giving is no different...and more challenging

Senior family members have deep knowledge around the charitable giving philosophy and framework

Next generation often has a different view on what defines relevant and impactful investing

Shared giving goal and common identity sets the stage for a successful family philanthropic strategy

Your opportunity

Create a starting point and framework for transparent dialogue among family members



Six Questions to Help Clients Focus on Key Priorities and a Shared Vision

Open the client conversation with the right questions

1 | Which organizations do you support with your time?

2 | Which organizations do you support financially? How have these gifts been made in the past? In what amounts?

3 | How would you like your children and grandchildren to continue this tradition?

4 | Have you made any long-term financial commitments to these organizations?

5 | Have you provided for these organizations in your estate plan?

6 | How does your charitable intent coordinate with your estate plan?

Five Best Practices for Catalyzing Family Philanthropy

Create a solid framework for the discovery process

1

Clarify their philanthropic identity

Clarify who they are as funders and what and how they want to make a difference through giving

2

Prioritize their motives

Is the primary motive for giving family togetherness or philanthropic strategy? Those who are unabashedly candid usually have better success

3

Articulate their values

Start by articulating the motivational values and core beliefs that underlie the family decision-making on giving

4

Craft vision and mission statements

Clearly stating the difference they want to make through grant making is a responsible way to give, especially when there are so many needs to be met

5

Know their giving personality

There is no right way of being a philanthropist, but help donors imagine how they want to conduct their giving

11 Best Practices for Setting Up Family Philanthropy by Sharna Goldseker, Executive Director, 21/64. Do-author of *Generation Impact: How next Gen Donors are Revolutionizing Giving*. This article was featured in the American Endowment Foundation www.awfonline.org. Fall 2017.

Real-time Insights Serve as Inspiration for Client Charitable Giving

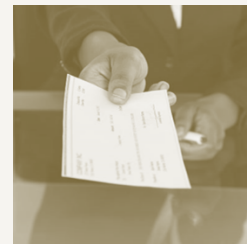
Curate resources and information for your clients in digestible sound bites

Share what you know from your own charitable giving experiences

Bring in relatable role models who have “been there” and can speak from a real-time perspective, across generations

Be creative in bringing help and advice to multi-generational families, consider:

- Educational
- Experiential





Mark Nelligan

Managing Director and CEO

Pershing Securities Singapore Pte Ltd, an affiliate of Pershing LLC, a BNY Mellon company

Mark leads BNY Mellon's Pershing relationship management and business development efforts in Asia Pacific (APAC). Through its Capital Markets Services license, BNY Mellon's Pershing serves Singapore financial intermediaries.

Mark is also Head of Alternative Investment Services and Structured Products (AIS/SP) in APAC and is part of the AIS/SP Leadership Team. In this role, Mark leads the overall strategy and execution for AIS/SP in APAC, and provides senior support for key clients and prospects, while representing the AIS/SP business with other stakeholders.

Mark is a member of BNY Mellon's Asia Pacific Leadership Council and has over 25 years of financial services experience. He joined Pershing in October 2002 from ING Barings, Singapore, where he was the chief operating officer with responsibility for the bank's commercial and investment banking operational support platform in South East Asia, Vietnam and India. Prior to this, he held several senior operational roles in Hong Kong, India and London.

Mark is a Fellow of the Institute of Chartered Accountants in England & Wales (FCA, ICAEW) and a graduate of Jesus College, Cambridge University.

To learn more about charitable giving [click here](#) to view

*THE CHARITABLE CHOICE:
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