Omaha Community Foundation



# Chartered Advisor in Philanthropy (CAP®)

**Program description.**

The Chartered Advisor in Philanthropy (CAP®) program is a year-long series of courses that teach professional advisors how to best help clients discover the legacies they will leave their families and community. The program provides professionals with the knowledge and tools needed to help clients reach their charitable giving objectives while also helping them meet their estate planning and wealth management goals. By integrating the professions of law, accounting, financial services, and planned giving, the Omaha Community Foundation promotes an inter-disciplinary approach to most effectively achieve their client's goals.

The CAP® program involves passing three graduate level courses and meeting in 15 class sessions. The American College, in Bryn Mawr, PA, is the nation's leading educator of professionals in the insurance and financial services industry providing remote learning throughout the country. Over 1,900 individuals have been awarded the CAP® designation since its inception in 2003.

The program is organized by the Omaha Community Foundation (OCF) and led by former OCF board member, Mark Weber, a Principal of SilverStone Group.

**Cost.**

For-profit professional advisors: $3,800 (includes all three courses)

Nonprofit professionals: $3,000 (includes all three courses)

*There are limited scholarship opportunities available based on need.*

**Course descriptions.**

CAP® is made up of three separate courses that span roughly eight months with a one-month break between the three. Each course has a mandatory exam that you must score at 70% or higher to move on to the next course. Here are the course definitions:

**GS839: Planning for Philanthropic Impact in the Context of Family Wealth.**
In this course you learn how clients and donors can use financial planning, estate planning, and gift planning to advance their personal financial goals for self and family, while also having a positive impact on their community.

**Courses descriptions continued.**

**GS849: Charitable Giving Strategies.** In this course you learn how to explain and place the most common charitable strategies-both one by one and within an overall plan to achieve donor goals for self, family, and community.

**GS859: Gift Planning in a Nonprofit Context.** This course focuses on what nonprofits call "planned giving." The course is designed to help board leaders, advisors, and nonprofits collaborate to create, count, and steward significant gifts.

**Continuing education.**

Continuing education credits are available for successful completion of the Chartered Advisor in Philanthropy designation. Attendance is taken at every class and all three exams are completed at a nationally recognized professional testing center. For further information on CE credits, please contact Matt Darling at the Omaha Community Foundation.

**Facilitator biographies.**

**Mark Weber, JD, MSFS, CLU, ChFC, AEP, CAP®**

*Principal, SilverStone Group*

Mark A. Weber is a Principal of SilverStone Group and a recognized consultant to business owners and executives. He specializes in uses of life insurance to fund estate taxes and business succession plans. Mark introduced the idea of "CAP® Study Groups" to Omaha in 2012 and is the primary facilitator of the Chartered Advisor in Philanthropy classes.

**Matt Darling, CAP®**

*Vice President of Donor Services, Omaha Community Foundation*

Matt Darling is the Vice President of Donor Services at the Omaha Community Foundation where he focuses on working with the many people who donate to the greater Omaha community through the foundation. Darling maintains an in-depth knowledge of all the tools used in giving and the benefits provided by each. He currently assists in the facilitation of the Omaha CAP® program.

**Past guest speaker topics.**

**Family Giving**

- A money manager turned humble philanthropist shared how he is still learning how to find his passion, work cooperatively with his spouse and children, and add more discipline and structure to their giving.
- A CEO of a large, third generation family-owned business shared the inner workings of the foundation established by his parents to teach good citizenship and leadership skills to their grandchildren.
- After a fourth generation business went public and was "monetized," the CEO shared how he used a portion of the proceeds to continue his family's generational philanthropy while including his children in the process.
- A successful entrepreneur shared his contrarian view of money, children, and philanthropy and how he has made it work for his family.
- This young CEO took a family business from bankruptcy to a national success story. He shared his personal views on knowing when you've accumulated enough wealth for personal financial security, determining how much is enough for children, and how to effectively leave a charitable legacy for the community.
- Upon retiring from a senior executive position with a major corporation, this former executive committed himself to educating his children over a ten-year period to be stewards of the inheritance they will ultimately receive while using philanthropy to pass on his values.
- The daughter of parents who epitomized "rags-to-riches" by creating one of the largest trucking companies in North America, shared the challenges and responsibilities of managing great wealth.
- Coworker of a fifth-generation family business employing thousands of people throughout the country, this marketing guru described the concept of "cause marketing" – supporting organizations that align with their brand and that benefit their employee population.
- This power couple oversees their private foundation of $400,000,000 with a focus on social service and social justice issues. Through their gift of funding, leadership, and hard work, they hope to change the tide of economic inequality in the community.

**Past guest speaker topics.**

**Leadership Giving**

- After making millions of dollars in lifetime gifts, this former CEO shared which charitable initiatives he led succeeded, which "failed" and why, plus the importance of collaboration on large community projects.
- A CEO of a private foundation described how a billionaire transitioned from "traditional" philanthropy to "entrepreneurial" philanthropy and is making a profound difference on his terms.
- The executive directors of three large private foundations talked about the challenges of giving money away effectively while staying true to their missions.
- A lifelong business leader, this former CEO showed what is possible when dynamic individuals give not only money, but leadership to charitable endeavors. By restoring a baseball field from his childhood, he helped invigorate and empower an entire rural community to begin to dream again of what might be possible.
- After sharing his rags to riches story, this son of immigrants captivated the class while sharing his passion for mentorship and impressing upon them that "leadership" in philanthropy may be every bit as important as donating money.
- By hosting annual meetings with his children and now grandchildren over a 20-year period, this entrepreneur is confident the money he has left his children and his favorite charities will be deployed wisely, consistent with his values.
- Wanting to reward those in our community who have given generously of their time and talent, this former corporate executive has structured a fund to allow local volunteers to give away his money to causes championed by the volunteers.
- This global citizen is the CEO of a Fortune 500. As a trustee of four foundation boards controlling more than $2 billion in assets, he indicated that effectively distributing this much money requires strong leadership, staying true to the founder's intentions, and the willingness to take risks.
- This engineer spent over 45 years with one of the largest construction/mining companies in the world, eventually serving as CEO and Chairman. He has combined his ability to manage complex projects, personal charisma, financial resources, and humility to champion several nonprofit building projects that have changed the face of our community.

**Past guest speaker topics.**

**Nonprofit Leadership**

- A long-time executive director of a local foundation provided insights to the administration of nonprofits and the responsibilities of nonprofit boards.
- A CEO of a nonprofit shared how government cutbacks in funding have caused his organization to establish a planned giving function to make up the shortfall and the challenges of the transition.
- A veteran development officer provided insights into the nurturing of multi-million dollar planned gifts and how he helped the donor and the institution meet their needs.
- The executive director of one of the most unique organizations of powerful philanthropists in America provided insight into the inner workings of this high-engagement group of community leaders who over 25 years have contributed more than half-a-billion dollars for public-use building while transforming a community in the process.
- The CEO of one of the country's most successful community foundations described the donor services available, programs offered to foster the development of fledgling nonprofits, tax advantages of community foundations, and meeting the needs of a diverse donor base.
- A veteran nonprofit consultant provided insights on the responsibilities of board members and how to run an effective nonprofit organization.
- Representing the two major universities in the state and a nonprofit with worldwide reach, these three planned giving professionals have pursued a more donor-focused, personalized approach to gift planning.
- This daughter of Holocaust survivors, noted author and respected educator has devoted her life to helping others discover their legacies while founding a nonprofit organization that has empowered over 10,000 youth in Philadelphia and South America to become leaders in public service and engaged citizens.
- The former CEO of a third-generation employee-owned business, shared the rewards that come from community volunteerism and serving in leadership roles of nonprofits.

**Past guest speaker topics.**

**Professional Expertise**

- Tax consultants revealed how to get maximum tax benefits by structuring significant gifts in accordance with the intricate requirements of the tax code.
- An attorney with multiple years experience representing nonprofits discussed how to draft effective gift acceptance policies to clearly spell out the intentions of both donor and nonprofit to avoid any future misunderstandings.
- One of the foremost national experts on taxation of charitable gifts shared some innovative strategies to gift hard-to-value assets and get the maximum tax benefits while benefiting worthy causes.
- A panel comprised of a wealth manager, an accountant, and an estate planning attorney discussed how, why, and when it makes sense to collaborate as professional advisors and deliver greater client value and satisfaction.
- A successful business consortium, acrimonious sibling relationships, and millions of dollars of legal fees incurred as the result of a failed estate plan, this survivor shared the tragedy that can occur when heirs are unprepared to handle substantial wealth.

## From CAP® Participants

*"I have found that most people are charitable and would be more so if they know how to effectively support nonprofit organizations without jeopardizing their own security. CAP® has given us the skills to help people explore these ideas and find solutions that cement their own legacies through greater support of the organizations dear to their heart."*

Jason Hiley, Hiley Hunt Wealth Management

*"My CAP® experience has been extremely rewarding for me. I highly recommend this class for anyone working in the estate or charitable planning fields!"*

Stacie Neussendorfer, Foster Group

*"The interaction of the group and sharing of different perspectives gave me a different perspective on the whole topic. Learning about the nonprofit sector and that thought process was terrific and opened my eyes."*

Larry D. Tennison, Seim Johnson LLP

*"While it was tough at times to find the time and motivation to do the coursework, I found the material to be stimulating and am happy I went through the program. I've already put a good amount of the teachings to use in my practice."*

Brandon Hamm, Koley Jessen LLP

*"The CAP® program is exactly the type of thing we need to build a philanthropic community. The materials were good and I developed some great relationships!"*

Jesse Sitz, Baird Holm

*"Outstanding! Opportunity of a lifetime to hear the personal stories of some of America's wealthiest individuals!"*

Leonard Sommer, Hancock & Dana

*"The CAP® course has been the most rewarding accomplishment of my professional career. All the time and effort I put into it was worth it and I will never forget the entire CAP® experience. I am anxious to take this information and help others to make their legacy a reality."*

Jeremy Belsky, Boys Town

*"CAP® has been a great opportunity to see philanthropy in a new way and connect with other professionals. It is an important investment in our community that will be felt for decades to come. I am grateful for the experience."*

Tracey Madden-McMahon, Methodist Hospital Foundation

*"The vision for the Omaha CAP® program, format and approach has been a remarkable undertaking. This program will measurably increase the level of service that the various planning professions bring to their clients as well as increase the culture and impact of philanthropy in Omaha."*

Nick Taylor, Fitzgerald Schorr

*"Totally changed my outlook on philanthropy. Now I run across charitable situations all the time!"*

David Wilson, Marks Clare and Richards LLC

*"I have a college degree, an MBA, and the CFP designation, but the CAP® study group program has been the most rewarding educational experience I have ever participated in!"*

Dale Christenson, UBS Financial Services

*"This has been the most exhilarating study/testing I have ever had. Thank you for making it such an awesome experience!"*

Ralph Dovali, Hancock & Dana