



Connecting foundations and donor-advised funds with their ideal nonprofit partners is a client win-win

Whittier Trust's Philanthropic Services team of more than a dozen dedicated professionals is passionate about protecting and growing the assets of all of their charitable clients

When a skilled matchmaker puts two individuals together on a first meeting, there are no guarantees. However, they've likely been paired based on shared interests, values and visions for their futures. In the best case scenario, the match has the potential to turn into a lasting, mutually beneficial relationship. The same is true when the Whittier Trust Philanthropic Services team suggests the pairing of their nonprofit endowment clients and their grantmaking clients, which includes foundations and donor-advised funds.

"Many of our philanthropic clients look to us for help identifying well-run charities that map to their missions, and our nonprofit clients are always seeking to expand and diversify their revenue sources," says Whittier Trust Senior VP and Director of Philanthropic Services Pegine Grayson. "While we can never make guarantees of funding matches to our nonprofit clients, we can certainly offer them visibility to our grantmaking clients with similar missions." Because the company manages more than 120 grantmaking foundations and donor-advised funds, most of which don't publicize their efforts or existence through websites, potential connections abound.

In a recent example of synergy, Grayson's team heard about the challenges one nonprofit client was facing during a capital campaign. The organization, which provides housing to combat homelessness, was running the campaign to add a wing to their building. While financial gifts were rolling in, many of the most significant were in the form of multi-year pledges, delaying the nonprofit's ability to break ground on the project. Grayson suggested a bridge loan, but the development director shared that the bank wanted 8.5% and the CEO was concerned that this sort of loan wouldn't be a wise use of funds.

With deep and detailed knowledge of Whittier Trust's clients and their objectives, Grayson and her team sprung into action. "I approached one of my foundation clients to serve as the bank, because it sounded like this could be an attractive mission-related investment." The result? The foundation agreed that the nonprofit was an ideal match for their stated mission and values and offered a bridge loan at 4%, less than half what the bank was offering.

Grayson's team handled the details, engaging an attorney to draft the necessary documents and structuring the loan as a line of credit, so they'd only pay interest on the amount they actually needed to keep the project moving. "It worked out beautifully for both parties," Grayson says, particularly considering that the two ideally matched organizations wouldn't have had a connection otherwise.

While the benefit to nonprofit clients is obvious—they obtain affordable funding or grants to further their mission from entities they wouldn't have known about or had access to otherwise—these personal and thoughtful introductions can also represent a significant value-add to Whittier Trust's foundation and donor-advised fund clients. "Part of our service to our philanthropic clients is in conducting diligence on their potential grantees. They're grateful when we can augment our review of tax returns and audit reports

with direct insight into a nonprofit's staff, programs and Board that comes from working so closely with them as a client," Grayson says.

Whittier Trust's Philanthropic Services team of more than a dozen dedicated professionals is passionate about protecting and growing the assets of all of their charitable clients, and they work hard to help their clients maximize the impact of their grants and programs. "It's incredibly gratifying to make a single introduction that benefits two clients at once and helps move the needle on an important issue they both feel passionate about," Grayson says. "It's a win-win that we are privileged to experience on a regular basis."



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