

PROFILE PERSPECTIVES

ENSURING CONTINUED QUALITY LEADERSHIP

Supporters of an alternative school for disadvantaged youth expressed concern that the institution's well-meaning senior management did not provide adequate organizational leadership. The absence of a qualified executive director led to a critical financial situation. PFO hired a new, efficient, professional leader, who quickly reversed the fiscal loss, raised the funds to finance her own salary, and put the school's fundraising mechanism in high gear. PFO's achievements at the school include:

- Providing continued quality leadership for the non-profit organization, ensuring further philanthropic investment,
- Executive searching, interviewing, and hiring senior level leaders,
- Liaising with board and senior management to create a smooth-running organization, thereby maximizing a donation-based budget,
- Strategizing for "next generation" leadership development and implementation.

PLANNED GIVING

Mr. Cohen visited his favorite charity on each and every trip he made to Israel over a 35-year span. It was a hospital known for the special care it provided for neonatal infants, and Mr. Cohen planned to bequeath it a gift that extended beyond his own years. A plan to provide much-needed funding for the neonatal unit seemed perfect. His U.S.-based lawyer carefully prepared the will for providing a generous trust to the hospital. Ultimately, the time arrived to enact the will, and Mr. Cohen's family was confident that their patriarch's wishes and appreciation for the hospital would be fulfilled. The trustee realized that the barriers – both in language and culture – were more than he expected. Concerned about fiduciary responsibilities, the lawyer turned to PFO in Israel to benefit from:

- Careful review and management of the project,
- Seamless coordination with trustees and the charity,
- Full reporting to trustees by a professional team,
- Due diligence on gift recipient to ensure the transparency and accountability of the planned gift.

"A family foundation knows where they want to give, and how. It's part of their culture. The real challenge is ensuring that the charity, or charities, receiving financial support are maximizing the intention of the gift," explains Shmuel Bowman, Profile Family Office's Strategic Giving Consultant. **"Very well-meaning charities are managed by good people who never planned on handling large sums of money or administering growing non-profit organizations. Venture philanthropy is about developing and executing a thoughtful plan for the most effective, impacting and directly giving charitable gifts."**

CONTACT INFORMATION

The Profile Family Office is a division of Profile Investment Services, LTD. With a presence in Jerusalem, Tel Aviv, Florida, and New York, Profile Investments helps an international clientele with both their investment and philanthropic portfolios. For more information, please contact PFO@profile-financial.com, or go to www.profile-financial.com.

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