Australian Philanthropic Services

THE PHILANTHROPY PLAYBOOK

A Guide to Structured Giving
for Professional Advisers

The opportunity

- $5.4T wealth transfer estimated to transfer between generations over next 20 years – and it's already begun
- 54% of HNW investors intend to leave some of their wealth outside their family, primarily to charity
- 12% of UHNW investors are interested in receiving advice on strategic philanthropy
- Philanthropy is emerging as a powerful tool in preparing for wealth transfer.

Source: JBWere Bequest Report/ Praemium HNW Investor Report

Increasingly, clients expect their professional advisers to incorporate philanthropy into their wealth planning conversations. And there are additional benefits for professional advisers.

92% of advisers reported working on charitable giving with clients has impacted their business

- 21% report gaining new clients
- 23% saw increased revenues
- 31% saw increased referrals
- 32% uncovered previous hidden assets
- 67% report increased trust
- 54% report improved client retention
- 40% improved relationships with heirs

Source: The generosity effect: Advisor engagement in charitable giving among high-net-worth and affluent investors. Invest with Confidence: T Rowe Price 2026

What is structured giving?

Structured giving is a strategic way of making charitable donations, often involving significant financial contributions. It utilises trust structures, such as ancillary funds, which enable donors to make more significant and impactful donations over time. It involves creating a plan for how, when and where to give and often involves families or organisations coming together on aligned values.

Ancillary funds are the most popular structures for charitable giving in Australia, as donors receive a tax deduction up-front, which can be used immediately or spread over up to five years. The funds are invested and returns are tax free, growing capital committed to the community. Each year, givers are required to make a minimum donation to eligible charities, to support the causes they care about.

This give and grow approach to giving, leads to more thoughtful and considered gifts to charities, which bring joy to families during their lifetime and enable them to leave an enduring legacy.

What are the benefits?

Structured giving creates a win-win-win for all involved: it **amplifies social impact** while **helping clients give more thoughtfully**, involve their families, and **plan for a lasting legacy**.

For professional advisers:

- Incorporating philanthropy into client conversations deepens adviser-client relationships
- Conversations that explore values are a powerful way to engage with both clients and the next generation
- Increases trust and improves client retention
- Generates additional client referrals
- A sense of fulfillment when helping a client align their wealth with their values and leave a lasting legacy

APS provides the philanthropy expertise and tools to make that conversation simple and rewarding. Our national team can assist wherever you or your clients are based in Australia.

How an ancillary fund works

1	Donate	• Make an irrevocable donation to the fund • Donations are tax deductible in the year you give • You have the option to spread the deduction over up to 5 years
2	Invest	• Manage your clients philanthropic capital (PAF) • Select from 2 professionally managed investment portfolios (APSF) • Returns on philanthropic capital are tax free
3	Give today	• Recommend/make gifts to preferred eligible DGR Item 1 charities • Give any time throughout the year • APS Giving Services support to identify charities and assist with developing and aligned giving strategy
4	Give tomorrow	• Keeps funds flowing to community • Give while you live or establish a giving legacy • Engage future generations

It has been very rewarding to be involved in the PAF's development from inception to where they are today. There is a strong focus on meeting the family's values in giving, monitoring impact and involving all family members across three generations.

Virginnia Hottes
Financial adviser to APS PAF clients

Case study

The Unsworth Foundation was a PAF established in 2014 with a one-off donation of $2 million. As at 30 June 2025, the PAF balance was $2,733,458 despite giving away more than $1.2 million in grants to their chosen charities.

If the Unsworth family wound up their Foundation today, they would have given away $3.9 million instead of just $2 million. But they are not going to. They have increasingly involved their children in recent years and are at the threshold of handing over responsibility. The PAF structure provides for the continuity of philanthropy down the generations.

Taking this approach has allowed the Unsworth family to not only reduce their tax bill and make a larger contribution to support the community, but to also instil a culture of giving within their family that creates a lasting intergenerational legacy.

> *Strong financial management is essential to achieve our goal to support charities over the long term. Our wealth advisers are as personally engaged and involved as everyone else. We know they've got our best interests at heart.*
>
> **Rodney Unsworth**
> Founder of The Unsworth Foundation

Which philanthropic structure is right for your client?

There are two different types of ancillary funds. Understanding your client's needs and circumstances will determine which option is best for them.

Private Ancillary Fund (PAF)

A PAF is a type of charitable trust suited to clients who want a standalone structure. You manage the capital, while APS can handle all administration and compliance. Ideal for clients looking to establish a long-term philanthropic legacy or involve their family in structured giving. A starting balance of at least $1-1.5 million is recommended for a PAF.

APS Foundation - Giving fund

A communal giving structure ideal for clients who want to focus on giving, not governance. Donated funds are pooled and professionally invested. APS handles all compliance responsibilities, and your client recommends which charities they want to support. This can be a great entry point for clients who want to start giving immediately without the complexity of running their own trust. Giving funds in the APS Foundation can be started with a minimum initial donation of $40,000.

Want to learn more? Contact us.

How does APS work with advisers?

APS works with professional advisers to help you build a philanthropic offering for your clients. Our services have been designed to complement the support your clients already receive from you.

With APS as your trusted philanthropic partner, you:

- Access our expertise, resources and networks to enhance your clients' experience and joy of giving
- Outsource the administration, compliance and governance of your clients' giving structures to a dedicated APS specialist
- For PAFs, you manage your client's philanthropic capital
- For the APS Foundation, donated funds are pooled and professionally invested by the Foundation
- Maintain visibility of your clients' fund balance, investment returns, and gifts through third-party access to their online portal.

Client-centered giving support

In addition to establishment, administration and compliance support, our team can also provide specialised giving services to help clients with their giving, including:

- Guided giving conversations to draft a giving strategy
- Help to find and engage with relevant charities
- Engaging multiple generations through values-based workshops
- Support with succession planning to ensure a smooth transition and secure philanthropic legacy
- Access to philanthropy-focused events, resources and networking opportunities

Have you thought about donating to charities as part of your wealth strategy?

Starting the discussion about philanthropy doesn't have to be complex. During meetings with clients, a simple yet impactful question such as the one above can be a good starting point.

If you're ready to dive deeper, our Adviser Toolkit provides practical conversation starters, tools, and insights to help you get started. It includes information on:

- How APS works with advisers
- Starting the conversation with your clients
- Guiding clients to the right structure for their giving
- Structured giving in legacy and estate planning

For more resources, download our Adviser Toolkit.

About APS

Our mission is to **grow giving for good.**

APS makes philanthropy and structured giving simple, so our clients can focus on supporting the causes that matter to them.

We are the leading independent, not-for-profit philanthropic services organisation in Australia. Our 1,100+ clients donated over $242 million to charity last financial year and have committed over $2.9 billion to charity held in structures that we support. Since inception our clients have given away over $1.3 billion to support the community.

We help manage charitable giving using tax-efficient solutions called ancillary funds and giving funds, so philanthropists can not only make a significant impact now, but also grow their future giving. Our giving options start with an initial donation of $40,000+ with the flexibility to distribute the balance to charities over time, and tax free investment returns to give more, for longer.

Contact us

Call us on **1800 934 483** to reach our national team or contact us online.

SCAN TO CONTACT US

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