

October 12, 2009

NPT Gears Up For Giving Season

--Kristen Oliveri

National Philanthropic Trust is gearing up for the charitable giving season, which runs for the last eight to 10 weeks of the year. The push for the firm, which specializes in donor-advised funds (DAFs) geared towards high-net-worth individuals, foundations and financial firms, comes on the heels of NPT reaching \$1 billion in grants under management. The firm hopes to grow the number by year-end.

Eileen Heisman, president and CEO, said that although 2009 was a tough year for charitable giving, many still are looking to get involved in the DAF sector as it has become popular among the HNW set. Clients are continuing to give via DAFs, but they are also extending giving commitments, and spreading the out over a longer period of time, said Heisman. "We've helped clients renegotiate from five to seven year giving. Donors are sticking to their favorite charities and not putting in additional causes," added Heisman.

Most recently, NPT teamed up with **Barclays Global Investors** to launch the *iShares Charitable Giving Program* (CGP). The program delivers charitable investment options via exchange-traded funds targeting HNW donors. "DAFs are one of the great vehicles that wealthy donors can use. DAFs tend to be more efficient in terms of costs compared with setting up family foundations," said Heisman.