Morgan Stanley

Philanthropy For Foundations and Non-Profits

Your philanthropic institutions have not only made indispensable contributions to the health, welfare, education, and cultural vibrancy of our society, but also collectively constitute a critical sector of our economy.

The philanthropic community accounts for a significant portion of the American GDP. Being a part of a multitrillion dollar industry with a diverse range of commitments to society entails many responsibilities and challenges. One must continually look to strengthen governance, increase the efficiency of your operations and achieve consistently improving, measurable results in areas of interest. We are here to help you address the most pressing challenges that face your organization.

Professional Services for Private Foundations

Philanthropists of private foundations often find that as they grow in size and scope, they tend to develop more complex needs. Whether your foundation was derived/ formed by a family or a corporate management team, you find that proper administration requires more time, effort, and specialized expertise than you are to muster. Many simply need an outside perspective and supplemental expertise.

Board Development and Governance

Working together as an organization with a common goal and objective can raise stark differences of opinions in the direction of which the foundation should take. Should you determine that you need additional expertise, a fresh perspective on your board, or the judgment to resolve differences among board members or families, philanthropy specialists and myself can assist you in various ways. Here's what we can do:

- Define the skills and background needed on your board, including succession planning
- Identify and recruit potential board members
- Consult on best practices in foundation governance
- Advise on board effectiveness and assessment
- Board retreats designed to create common focus
- Workshops focused on optimizing foundation governance
- Conflict resolution and mediation services
- Leadership succession and development

Professional Leadership

With an extensive network throughout the philanthropic community, our patch along with Morgan Stanley's Philanthropic Management team and outside professionals can work with your board on the following:

- Determine whether outside leadership is required
- Define the qualities and qualifications you need in an executive director or other key positions
- Recruit and screen candidates
- Conduct specialized training and professional development opportunities

Administration of Scholarship Programs

Moving forward with your philanthropic efforts, your foundation will be met with the many specific guidelines that the IRS sets. Your foundations could find this be bothersome when wishing to offer scholarships to assist individuals in gaining access to educational opportunities. I can help your board design a program that both complies with and fulfills your programmatic intent. Here's how:

- Determination of grant levels and qualifying criteria
- Assistance with record keeping and filing
- Compliance review to ensure program stays within IRS guidelines (determining when and how family members can be paid as foundation employees)

Working with the Productive Nonprofits

With the right advice, your good intentions can become your greatest legacy. Running an effective 501(c)(3) organization can get very demanding and difficult to manage. Morgan Stanley is committed to helping you address the formidable challenges of sustaining your institutions. It is my ultimate goal to help nonprofits refine and communicate their strategies, improve governance, bolster fundraising initiatives, improve the administrative processes, provide introductions to donors, and offer guidance on crowdfunding.

Formulating a strategy

I will advise your boards and executive leadership on a broad range of issues pertaining to their strategic decision.

- Implement capacity-building and feasibility studies
- Determine, with outside professionals, the most appropriate legal structure for early stage non profits
- Define and/or refine charitable missions and programming
- Create strategic plans and capacity building programs

Improving Governance

We help you identify, recruit and train effective people at every level.

- Evaluate and retool governance policies
- Identify and assist in recruiting high-impact board members and plan for succession
- Write tailored administrative guides and templates to assist in governance
- Identify and assist in recruiting executive directors, development professionals and other staff members

Raising Money

We offer consultative services on the best practices in fundraising, along with a variety of specialized services to help you work effectively with major donors.

- Administer donor-sponsored supporting organizations
- Develop Planned giving programs
- Coordinate nonprofit site visits for foundations and donors
- Broker large monetary gifts to effectively structure partnerships with private foundations and donors
- Advise on optimal fundraising techniques
- Implement Private Label donor-advised funds

Streamlining Operations

Our experts work with your staff to assess your operations, understand industry best practices and make adjustments to improve your productivity.

- Make recommendations for optimal resource allocation
- Evaluate current state of finances, track record, capacity and capabilities

Making Connections

We work to tie all of our clients into the broader philanthropic community, helping to form effective associations with donors and other nonprofits with complementary interests:

- Develop mission and donor-based collaborations with other charitable organizations
- Uncover areas of common interest between nonprofits and Morgan Stanley clients.
- Share and develop knowledge that can lead to the successful execution of local and national scaling effort

Morgan Stanley

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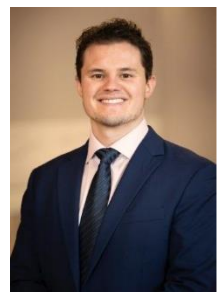

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HAVE QUESTIONS?
Visit **advisor.morganstanley.com/the-cotto-wealth-management-group** to learn more or email us at:
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[2] MorganStanley.com/InvestorRelations. Credit ratings as of November 2022.