

Wise Giving: Advising Clients on Supporting Fire Relief Efforts



In the wake of the devastating California wildfires that have ravaged communities around Los Angeles, many of your clients are understandably [eager](#) to provide assistance to those affected. This may be particularly true for your clients who are corporate executives and want their companies to [participate](#) in a meaningful way. Before your clients rush to donate, encourage them to consult the Chester County Community Foundation. Here's why:

Local expertise, networked nationally

Community foundations have unparalleled local knowledge and also frequently collaborate with other community foundations across the country, especially on disaster relief initiatives. This means that our team addresses local disasters when they occur here, and we also coordinate with community foundations in affected areas when disasters occur elsewhere. Our team can guide your clients toward the most effective and [impactful](#) ways to contribute to address gaps and avoid duplication of effort.

Fraud avoidance

Our team can help your clients navigate the complex landscape of disaster relief organizations and initiatives. With numerous GoFundMe campaigns and charitable organizations [emerging](#) in response to the wildfires, it can be challenging for your clients to discern which efforts are legitimate and most effective. We can provide vetted information about reputable organizations and initiatives, helping your clients make informed decisions about where to direct their support.

Best practices for tax planning

As always, our team is here to offer suggestions for tax-efficient giving strategies. For instance, we can help you and your clients learn more about [qualified disaster relief payments](#) under Internal Revenue Code Section 139, which offers significant tax advantages for both donors and recipients. These payments are not considered gross income for the recipient and are tax-deductible for the donor, making them an attractive option for clients looking to maximize the impact of their contributions.

Long-term strategies

We'll help your clients think strategically about long-term recovery efforts. While immediate relief is crucial, the recovery process from such devastating wildfires will take years. Our team can advise your clients on how to [structure](#) donations to support both immediate needs and long-term rebuilding efforts, ensuring that support continues even after the initial media attention has faded.

As always, our team helps your clients ensure that their contributions are not only generous but also strategic and impactful. We'll collaborate with our community foundation colleagues in affected communities to support a journey of recovery and resilience.

For more information, contact the Chester County Community Foundation:

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