

Trust Matters: Your Clients' Go-To Resource for Community Impact



As attorneys, CPAs, and financial advisors, you know very well that trust is at the foundation of your relationships with clients. Your clients are seeking a similar level of trust with the people and organizations that are helping carry out their philanthropic wishes.

Fortunately, trust in charities has shown an increase after a recent [dip](#). According to the 2024 Edelman Trust Barometer and the Independent Sector's "Trust in Nonprofits and Philanthropy" report, trust in nonprofits rebounded by 5 points to 57% in 2024, following a four-year [decline](#). This increase positions nonprofits as the most trusted sector [compared](#) to government, business, and media. Still, nonprofits face challenges and concerns about maintaining this trust, including general skepticism about institutions, as well as increasing [expectations](#) that charities demonstrate transparency and accountability.

As you work with your charitable clients, keep in mind that the Chester County Community Foundation can help bolster clients' trust in their favorite charities. Here's how:

Trustworthy information about particular charities

The Community Foundation is a valuable source for objective, timely information about specific charities and the impact of particular programs. By working with the Community Foundation, your clients can leverage a transparent and trustworthy avenue for learning about how best to make a difference for their favorite causes.

Wide-ranging expertise about community needs

At its core, the Community Foundation is committed to achieving impact. This means that our team keeps a finger on the pulse of local needs, whether related to social services, health care, education, the environment, the arts, community development, or any other community priority. With a deep understanding about community needs, the Community Foundation team can be an excellent sounding board for your clients who want to learn which charities are addressing each need and how those charities are measuring results.

Broad set of tools for structuring charitable gifts

The Community Foundation can help establish a tax-efficient structure to achieve each client's goals for community impact. Available vehicles include not only donor-advised funds, but also other types of funds such as designated funds to support specific charities and field-of-interest funds to address particular causes, as well as multi-generational funds to involve clients' children and grandchildren. The Community Foundation offers your clients a flexible and effective way to manage charitable giving by simplifying their giving processes and maximizing potential tax benefits.

As always, we want to be your first call! Please reach out to the Chester County Community Foundation team anytime the topic of charitable giving comes up during a client conversation.

For more information, contact the Chester County Community Foundation:

Jason Arbacheski, CAP – Gift Planning & Stewardship Director – jason@chescofcf.org

Karen Simmons – President/CEO – karen@chescofcf.org