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## The value of generosity

Laura Kuntz has used donor advised funds (DAFs) to help both her family and clients support important causes while saving tax dollars.

Located in Minneapolis, Minnesota, Laura has worked as a financial advisor since 1982. She joined Raymond James in 1998 and, after becoming an independent advisor in 2013, remains custodied by the firm. Throughout the years, she's relied on both her professional and personal experience with DAFs to best serve her charitably inclined clients.

**“If clients are giving \$2,000 a year or more of cash in charitable donations and have appreciated long-term gain securities, they might be a very good candidate for a DAF,” says Laura.**

“We are looking for the opportunity to utilize the DAF and make charitable gifts of appreciated property because it adds a lot of quantifiable value to a client’s situation,” she adds. “What we can then report back to the client in our regular meetings is, ‘This has saved you X amount of capital gains tax or X amount of incremental tax benefit.’ Many times, these funds even have tax-free growth. And clients love that – they love seeing the value of what we do quantified.” One of Laura’s clients – a consultant whose annual salary is \$400,000 – plans to build her DAF for the next 10 years while she’s working and in a higher tax bracket. Laura explains that not only will this allow her to have the money she needs for her charitable giving once she’s retired, but she’s also making her charitable contributions when she’s in a much higher tax bracket than she will be when retired.

In addition to helping clients meet their philanthropic goals, DAFs can be instrumental in estate planning, with some of Laura’s clients designating their DAF as the beneficiary of their Individual Retirement Account (IRA) or using it to set up a scholarship fund in the name of their alma mater. Laura has also found that the use of DAFs has enabled her to learn more about the causes that matter most to her clients, helping foster closer relationships with them.



“Years and years” ago, Laura herself opened a DAF through Raymond James, a decision that was inspired by her desire to give to charity without having to discuss it with her husband each time. According to her, “A DAF can be a marvelous way to negotiate just once a year the amount of money you’re going to put aside for charity.”

Laura says opening a DAF has made charitable giving a straightforward, organized process and has inspired her husband to be increasingly generous. She and her husband even prefunded about four years of their annual giving during a time when charitable deductions were completely deductible, the markets were high and they had big, unrealized long-term gains.

**“Charitable giving is all about feeling like you’re making a difference in the world – and a DAF is a beautiful, tax-efficient way to do that,” says Laura.**