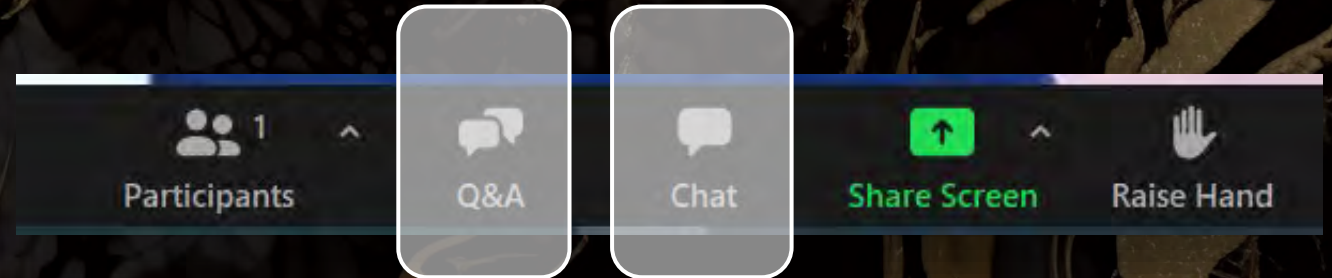




Philanthropy & Sports


Zoom Webinar

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WELCOME

Today's Presenters

A portrait of Matthew Petroski, a man with short brown hair and glasses, wearing a blue blazer over a light blue and white striped shirt. He is looking slightly to the left of the camera with a neutral expression.

Matthew Petroski
Partner, Tax

A portrait of Robert Abramowitz, a man with short dark hair, wearing a dark blue blazer over a light blue button-down shirt. He is smiling at the camera.

Robert Abramowitz
*Partner, Business
Management*

Agenda

- The Power of Philanthropy
- Setting the Stage for Philanthropy
- Making a Meaningful Impact
- Sustainable Philanthropy
- Q&A

REWIND

History of Philanthropy & Sports

- Early 20th Century:** Athletes begin establishing charitable foundations, primarily focused on local community needs and youth sports programs.
- 1940s-1950s:** Prominent figures like Jackie Robinson and Babe Ruth use their fame to support civil rights movements and children's hospitals, setting a precedent for athlete activism and charity.
- 1960s-1970s:** Amidst civil rights struggles, athletes like Muhammad Ali engage in philanthropy and activism, using their platform for societal change.
- 1980s-1990s:** The creation of larger, more formal foundations by athletes such as Michael Jordan and Magic Johnson, focusing on health, education, and poverty alleviation.
- 2000s-Present:** A surge in global and diverse philanthropic efforts by athletes, including LeBron James' education initiatives and Serena Williams' support for women's and children's health, marking a significant shift towards wide-ranging philanthropic involvements.

SETTING THE STAGE

Strategies for Identifying Your Philanthropic Passion

Self-Reflection:

Begin with introspection to identify what truly motivates and matters to you. Consider past experiences, issues that resonate with you, and causes you feel strongly about.

Research:

Once you have identified your interests, research organizations, and movements aligned with these themes. Look for groups that not only tackle issues you care about but also resonate with your values and how you envision making a difference.

Skills and Talents:

Assess your unique skills and talents and how they can be utilized in a philanthropic context. Whether it's hands-on volunteering or leveraging professional expertise for a cause, your unique contributions can make a significant impact.

Engage in Conversations:

Talk with peers, mentors, or professionals already involved in philanthropy or social causes. These conversations can provide insights into how you might align your interests with actionable philanthropic opportunities.

Start Small:

Begin your philanthropic journey by engaging in small, local initiatives. This approach allows you to understand the impact of your involvement and refine your interests before committing to larger projects.

Evaluate Impact:

Consider the potential impact of your involvement with various causes. Aligning your philanthropic efforts with activities that have a tangible, positive effect on the community or cause can be especially rewarding and motivating.

SETTING THE STAGE

Establishing a Charitable Foundation



Clarify Your Vision and Goals:

Define the mission of your charitable foundation or identify the goals you wish to achieve through partnership with an existing organization.



Legal Considerations and

Registration: Consult with legal experts to understand the regulatory requirements for setting up a charitable foundation in your jurisdiction.



Building a Team:

Assemble a team of professionals, including legal advisors, financial experts, and sector specialists, to ensure your foundation operates efficiently and transparently.



Strategic Planning: Develop a strategic plan outlining your foundation's activities, projects, and timelines, or align with your partner organization's existing strategies.



Fundraising and Resource

Management: Plan your fundraising strategies and resource allocation to ensure your philanthropic activities are well-supported.



Marketing and Outreach:

Create a marketing plan to promote your foundation or philanthropic partnership.



Implementation and

Evaluation: Launch your philanthropic projects with a focus on achieving your set goals.



Sustaining Engagement:

Maintain engagement with your supporters, donors, and the communities you serve.

IMPACT

Leveraging Public Influence



Engage with
social media



Partner with
Non-profit
organizations



Host
fundraising
events



Create
awareness
campaigns



Advocate for
policy change



Volunteer time
and expertise



Transparent
reporting

IMPACT

Guidelines for Philanthropic Projects



Define clear
objectives



Involve
stakeholders



Develop a
detailed plan



Secure
funding



Monitor and
evaluate



Communicate
transparently



Sustain and
scale

SUSTAINABLE PHILANTHROPY

Longevity & Effectiveness

Long-term visioning

Building strong partnerships

Community involvement

Sustainable funding models

Evidence-based approaches

Personal involvement and advocacy

Transparency and accountability

SUSTAINABLE PHILANTHROPY

NIL & College Athletes

NIL Collectives – Current State

Income from Collectives

Charitable Strategy for College Athletes

Tools for Monitoring

Performance metrics and indicators

Surveys and feedback forms

Data management systems

Impact assessment frameworks

Social return on investment

Case studies

External audits and evaluations

Review strategic development

WHAT DID WE MISS?

Q&A

Contact Us

experts@armanino.com

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