



SIGNATURE**FD**

Financial Design for Life

GENEROSITY INITIATIVE

Signature**GENEROSITY**

**LIVE GENEROUSLY, KNOWING YOU'RE
MAKING A DIFFERENCE**

For many of us, the ability to make a difference brings meaning and purpose to our lives. Whether you are a parent or grandparent, child, humanitarian, co-worker, mentor, advisor, coach or friend, you have something to give—be it your time, skills and strengths, influence, wisdom or resources. Embracing a spirit of generosity is a way to live a more fulfilled, vibrant life and can trigger surprising ripple effects, transforming your life and the lives of others in ways you may never have imagined.

**WE MAKE A LIVING BY WHAT WE GET,
BUT WE MAKE A LIFE BY WHAT WE GIVE.
—WINSTON CHURCHILL**

Signature**GENEROSITY** is Signature**FD**'s way to help you explore and define your own vision of generosity.

- We want to **ENCOURAGE** you to take the next step on your generosity journey.
- We seek to **EQUIP** you to align and maximize your time, strengths and resources with your passions and purpose.
- We desire for you to **EXPERIENCE** the joy that comes from living a generous life.

We want Signature**GENEROSITY** to be a forum for you to explore how to experience transformational generosity. You'll connect your passions and purpose with what you uniquely have to give to the people and causes that are most important to you. Your decisions will be guided by a plan that leads to more gratifying service and effective giving.

We invite you to become part of a community where you can come together with like-minded individuals to expand your vision of generosity and be inspired and encouraged by others. Join us as we discover how we can make a positive difference for ourselves, our families, our communities and our world.

SIGNATUREFD** DIFFERENCE**

CLARITY AND CONFIDENCE

By defining what you want to accomplish and knowing how to do it, you move from reactive transactional giving to proactive transformational generosity.

EMPOWERING THROUGH EDUCATION

We provide the tools, resources and educational opportunities to help you be more generous and feel good about doing it.

CONNECTION AND COMMUNITY

We bring like-minded people together to share in the joy of generosity and to inspire and encourage each other along the way.

EFFECTIVE AND MEANINGFUL

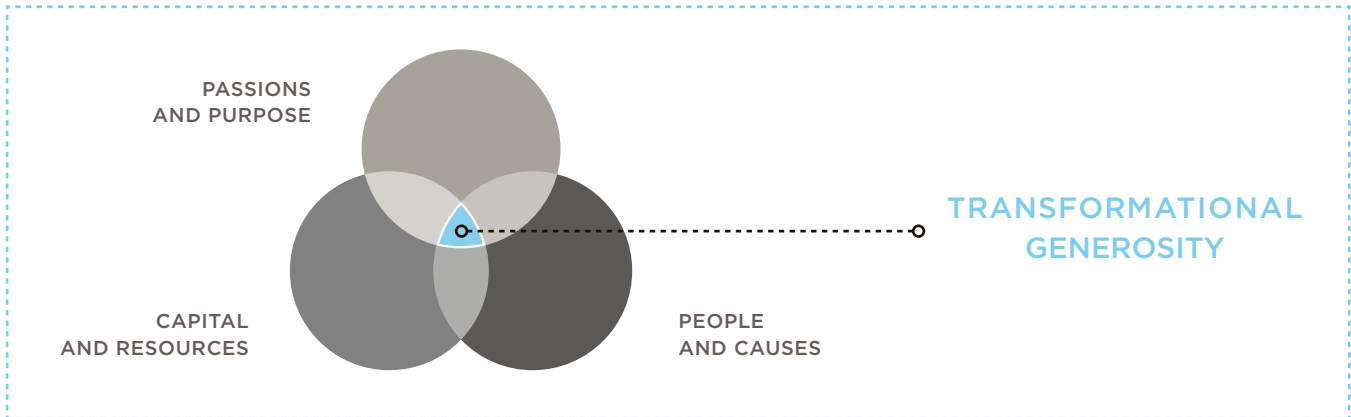
We help you to raise your standard of giving and make the most of what you have to give.

A LASTING LEGACY

Your Generosity Plan is designed to involve, educate and prepare the next generation in a way that brings your family closer together and passes down your values.

EXPERIENCE TRANSFORMATIONAL GENEROSITY

Transformational generosity occurs when you are able to connect three things: the time, strengths and resources you have to share; the people and causes that are most important to you; and your unique passions and purpose. SignatureFD positions you to experience transformational generosity by helping you identify and define each of those aspects and how they work together, and by providing support and resources so that you will be able to create your own personal Generosity Plan.



GENEROSITY BLUEPRINT. Through our innovative discovery process, we explore what is important to you, where you are going and what you want to accomplish. We will help you articulate your values and translate those values into a vision and meaningful goals. We will discuss your history and beliefs, how you make decisions, what drives your emotions, the issues that inspire you and the legacy you want to create. Through this process we hope to clarify and refine your family's generosity philosophy so that your objectives are aligned with your values and your resources are prioritized and managed accordingly. Your Generosity Blueprint will serve as a guide for future planning decisions.

GENEROSITY UNIVERSITY. Through SignatureFD's Generosity University, we teach you how to be the most effective and impactful with what you have to give. We provide access to educational opportunities and resources such as articles, white papers, books, videos, conferences, events and trips to help expand your vision of generosity.

GENEROSITY PLAN. Here's where your vision becomes real and you decide what and how you want to give. We look at all your available resources—your skills, strengths, influence, experience and financial assets. We'll show you numerous options as we design a Generosity Plan that translates your vision and goals into action steps.

GENEROSITY DASHBOARD. The Generosity Dashboard helps you to monitor, measure and analyze the ongoing impact of your generosity. The goal is to reflect on the results and make any changes based upon your experience knowing that you may not always get the result or reaction you expected. As we evaluate the results, we also recognize that it is not always possible to measure the direct impact of your generosity. The key is to keep the goal of moving toward transformational generosity that is more gratifying and effective.

GENEROSITY COMMUNITY. We believe that a great way to experience generosity is to connect with like-minded people who can provide encouragement, growth and inspiration. Listening to their generosity stories, experiences and ideas, and exchanging tips and strategies for success, is an important part of your generosity journey.

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