

## The Intersection of Art and Philanthropy

When a donor wants to make a significant gift to an organization or institution but does not want to use cash, it is time to look at the donor's other assets such as real estate, securities and art. These non-cash assets can be converted into a substantial amount of money that can advance a donor's philanthropic goals and potentially provide tax mitigation.

Navigating the art world and maximizing the charitable value of a piece of art or collectibles is what the combination of Ronald Varney Fine Art Advisors and Strategic Philanthropy, Ltd., can do for High Net Worth and Ultra High Net Worth individuals and families. These two established and respected firms have joined together to provide customized donor-centric strategies that successfully use art to advance charitable goals.

The growing trend of using art to support charitable gifts was demonstrated recently by the sale of the David Gilmour guitar collection. Gilmour, singer and song writer with Pink Floyd, used the sale of his collection to support Client Earth, an organization he cared deeply about.

What you can expect from the collaboration of Ronald Varney and Strategic Philanthropy, Ltd.:

- Negotiation of terms for auction or private sale.
- Oversight of the art sale process, from appraisal to delivery of payment.
- A philanthropic strategy integrated into marketing and sales materials.
- Outreach to recipient organizations to ensure a win-win for both stakeholders.
- Coordination that results in a successful and meaningful gift to support an issue or cause.

### **About Ronald Varney Fine Art Advisors ([www.ronaldvarney.com](http://www.ronaldvarney.com))**

A global firm providing confidential and impartial advice on the sale and acquisition of art. Established in 2002, Ronald Varney Fine Art Advisors, has a deep global presence. The firm is not a dealer, has no inventory to sell, and does not act in any capacity except directly on behalf of its clients. The primary services of the firm are: valuation and sale of virtually any medium and collection category of art as well as long-range collection planning and management.

*Ronald Varney Fine Art Advisors 212.247.7463*

**About Strategic Philanthropy, Ltd. ([www.stratphilanthropy.com](http://www.stratphilanthropy.com))**

**Strategic Philanthropy, Ltd.**, is a global philanthropic advisory firm headquartered in Chicago working solely with high net worth and ultra-high net worth donors. Since 2000 the firm has been at the forefront of helping individuals, families, closely-held and family-owned businesses plan, assess, and manage their charitable giving. The highly customized support offered to donors ensures that they feel confident that their philanthropic dollars are effectively spent and are generating meaningful outcomes.

*Strategic Philanthropy, Ltd., 773.244.5185*