

NOTABLE GIFTS ■ ROBIN FARMER

Which kind of giver best describes your style?

People who donate money come in different types. Your type dictates how you handle money, from saving, spending or giving it away, says Brent Kessel, the CEO of **Abacus Portfolios** and president and co-founder of Abacus Wealth Partners.

Notable GIFTS

He's also the author of "It's Not About the Money: Unlock Your Money Type to Achieve Spiritual and Financial Abundance."

See where you fit in what Kessel calls the eight archetypes. Most successful people have four or more.

Guardians stay careful and alert. Some keep meticulous records of spending. Most guardians focus on themselves and do little philanthropy. If you land here and want to change, do something now to help others. It doesn't have to be a huge investment of time or money.

Pleasure seekers prioritize enjoyment, often on credit. This leaves little room for philanthropy, although a philanthropic impulse may exist. To change, try giving and imagine the sensory pleasure your donation brings.

Idealists value creativity, compassion, social justice or spiritual growth. Sometimes money spent or earned isn't tracked as the focus is elsewhere. Some idealists pride themselves on living cheaply and lack emergency funds. To change, define your charitable mission and give what you can afford.

Savers seek security and abundance by obtaining financial assets. Sometimes, savers are excessively frugal and place too much emphasis on paying off a mortgage or other debts

early. Minimal charitable gifts from savers are not uncommon. It's not greed but fear. Use your discipline to make philanthropic giving as effective as possible.

Stars spend, invest or donate money for recognition, to feel classy and to increase self-esteem. Often, the appearance of philanthropic generosity has greater weight than the substance of it. Try giving anonymously to move out of this box.

Innocents place little attention on money, hoping life will work out for the best. They save nothing and may be dependent on others. Innocents are likely the recipients of philanthropy. Some do give a lot even though they lack self-sufficiency. Use giving as an incentive to make more money.

Caretakers give and lend money to show generosity and compassion. There's a tendency to give a lot, but it can be disorganized and impulsive. Create a personalized giving policy and stick to it.

Empire builders thrive on power and innovation to create something of enduring value. This type may use philanthropy later in life as a substitute for the control and power once wielded in business. Create balance by giving a percentage of your net worth to charity annually.



This fall, the University of Virginia Richmond Center will offer a new noncredit certificate program for association and nonprofit executives.

The 10-course Certificate in Association Management & Leadership is designed to help association and nonprofit executives increase productivity, innovation and financial management. Courses begin Sept. 19 and meet monthly at the U.Va.

Richmond Center at 2810 N. Parham Road.

For more information, go online at www.scps.virginia.edu/certificates/association.php.

- Please send notices about gifts and grants to area nonprofits, schools and colleges and other philanthropy news to Robin Farmer/Notable Gifts, Richmond Times-Dispatch, P.O. Box 85333, Richmond, VA 23293 or e-mail to notablegifts@timesdispatch.com.



Brent Kessel is the author of a book that describes types of givers by their attitudes about money and donating.

Printing imperfections present during scanning

