

A wealth of good

Philanthropy Advisory Americas



For the world you envision

You have a vision of what you'd like the world to be. To make it more just, more rich with opportunities for all and to leave it better than you found it. It's the reason you give. And there's no greater joy than knowing that you made a difference. However, giving isn't just about writing a check. It requires a clarity of purpose and a deliberate, well-thought-out plan. It's how UBS helps you realize your vision.



Only
20%

of investors feel their approach to giving is highly effective.¹

Only
37%

of investors are very satisfied with the impact their giving has on their communities or society.¹

Aligning your wealth, and your values

At UBS we help you take a purposeful approach to philanthropy. Our Philanthropy Advisory Americas team is here to help you hone in on the causes you're passionate about and develop a strategic approach for supporting them. We help align your overall wealth management strategy, your philanthropic endeavors and your values to achieve the impact you seek.

Guiding your thinking—UBS Philanthropy Compass

How do you create change? How do you come up with a plan for your philanthropy? How do you implement it? And how do you engage with the wider community? The UBS Philanthropy Compass asks the key questions you should consider to shape your philanthropic endeavors. It guides you through every step, helping you structure your thinking for the outcomes you seek. Whether you are new to the field or a seasoned philanthropist, this guide is a good place to begin finding answers. UBS also publishes research that sheds light on trends and developments in the philanthropic sector.

- Headquarters
- 8 regional offices
- UBS Optimus Foundation projects



Global presence, greater impact

UBS has the presence and experience around the world to help create the change you want to see.

30

Philanthropy professionals worldwide

70

Countries across 5 continents

Best Private Bank Globally for Philanthropic Services
Euromoney 2016, 2015, 2014, 2013, 2012, 2011²

Winner, Philanthropy Offering, Europe
WealthBriefing Awards 2015²

Best Private Bank Philanthropy Services
Global Private Banking Awards, *PWM The Banker* 2014²



United Kingdom

London

Germany

Zurich

Milan

Switzerland

India

Nepal

Bangladesh

China

Hong Kong

Singapore

Philippines

Indonesia

Sierra Leone

Ivory Coast

Liberia

Ghana

South Africa



50%

Amount by which planning improves confidence and satisfaction.¹

Giving opportunities tailored for you

Whether it's tackling poverty, supporting education, preserving wildlife, empowering girls or providing disaster relief, your UBS Philanthropy Advisory team has the experience to help you. The team also brings independent insights and knowledge needed to have real impact.

Strategic giving vehicles

Depending on the resources you want to devote to your philanthropic efforts, and the challenges you want to accept, your UBS team will recommend a strategic approach. This includes:

- Structuring and maintaining donor-advised funds
- Establishing private foundations
- Creating charitable trusts and more

Impact investing

With professionals and thought leaders across the world, UBS is a leader in global sustainability. From simple screening to positive inclusion to impact investing, our team offers a world-class sustainable product offering and customized portfolios that dovetail with your values and passions.



Building a legacy as a family

Our team of Advisors has experience working with families to help them connect across generations. By helping you create structures to mentor the younger and upcoming family leaders, we ensure that you foster a legacy of giving that's upheld through generations.

Change futures through the UBS Optimus Foundation

The UBS Optimus Foundation provides international giving expertise and opportunities, focusing on children's education, healthcare and protection. The Foundation believes every child deserves to reach their full potential. With the UBS Optimus Foundation, you can directly support high-impact programs for children. Since UBS covers all the administration costs, 100% of your donation goes to support programs that benefit children.



Building a community of philanthropists

UBS is committed to bringing together the best philanthropic innovators and leading thinkers to help solve persistent, unforeseen and emergent challenges.



Global Philanthropy Forums

Network, strategize, change the world

One encounter can ignite the spark. UBS hosts highly acclaimed Global Philanthropy Forums in Europe, Latin America, Asia and the U.S. to bring together renowned philanthropists, social investors, experts and public leaders to share their passions and experiences and to discuss philanthropic issues. Each event features a combination of inspirational speakers, breakout sessions and practical workshops to spark ideas to make a true and lasting difference.



Global Philanthropists Community

Collaborate for good

As Financial Advisors to some of the most philanthropic families in the world, we are in a position in the industry to facilitate introductions and foster a healthy exchange of ideas to create the change you wish to see. The Global Philanthropists Community is an exclusive members-only network supported by UBS. It's designed to connect active philanthropists with similar interests to share best practices and encourage collaboration on projects to drive greater impact. Membership also extends to other topics, events and opportunities relevant to your interests. It's a chance to learn from your peers around the world.



Global Topic Circles and Events

Industry-leading thinking

UBS organizes small, exclusive events and roundtable discussions on a variety of philanthropy topics. These events allow for in-depth exploration of topics and access to critical philanthropic innovators and thinking. Topics range from conservation to education to healthcare. Past examples include the Global Autism Innovation Roundtables and an intimate dinner on conservation of rhinos. The team also curates events for clients on the philanthropic topics they're passionate about.



Start here to change the world

Your quest for creating a world of good starts with access to independent, award-winning philanthropic advice along with experience and inspiration from a global network of philanthropists, social entrepreneurs and public leaders. Begin the conversation with your UBS Financial Advisor.



UBS Optimus Foundation works with over 150 organizations engaged in making a difference to the most vulnerable children around the world.



UBS is committed to directing at least \$5 billion of client assets into new impact investments over the next five years.



Project Entrepreneur provides women entrepreneurs access to tools, training and networks to build successful businesses.

¹ *UBS Investor Watch*, Doing well at doing good, May 2016.

² Accolades are independently determined and awarded by their respective publications. Neither UBS Financial Services Inc. nor its employees pay a fee in exchange for these ratings. Past performance is no guarantee of future results. For more information, please refer to the Methodology section of the Disclosure.

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Methodology

Some portions of this publication refer to external surveys. The surveys and their methodologies are listed below.

Euromoney Private Banking and Wealth Management Survey 2016 – 2011—Best Private Bank Globally for Philanthropic Services

For this survey, private banking is defined as banking services targeted at wealthy clients (those with investable assets of \$1m+). *Euromoney* has asked the private banks and wealth managers themselves to identify the firms that they consider to be their top competitors—it is therefore a peer review. Participating private banks and wealth managers were sent an online questionnaire by e-mail, or were able to access the questionnaire directly from the homepage at *euromoney.com*. The survey results are based on the scores from peer nominations received and voter participation points. *Euromoney* asked the voters to identify the country about which they had the most knowledge. They then nominated their top three peers in that country in each category. *Euromoney* awarded four, three and two points, respectively, to each of those nominations in that category and country. *Euromoney* also awarded a small number of participation points to the respondent's own firm in all relevant categories where they nominated their peers. No self-nominations or parent/subsidiary company nominations were allowed. The global and regional results are weighted aggregates of the country results. The survey was conducted from August 5 until October 24, 2016. *Euromoney* received 2,951 valid responses, an increase of 12.8% on the 2,616 responses received the previous year. Source: *Euromoney*. Web. "Private Banking and Wealth Management Survey 2017: Methodology." <https://www.euromoney.com/article/b12khnxn30d3/private-banking-and-wealth-management-survey-2017-methodology>. Date of access: 10/4/2017.

WealthBriefing European Awards 2015—Winner, Philanthropy Offering, Europe

The awards are focused around three main category groupings: experts (individuals and teams), products and services for wealth managers and clients and institutions of all sizes and types. Independence, integrity and genuine insight are the watchwords of the judging process. The specially convened expert panels are drawn from both private banks and trusted advisors and support by relevant third-party organizations. There were two judging panels for the awards: a panel of trusted advisors who will be responsible for judging the private banking categories and a second panel of private bankers will judge the trusted advisor categories. This is to ensure that commercially sensitive information is kept confidential and to avoid conflicts of interest. Winning a WealthBriefing award sets firms apart from their competitors and is a tangible demonstration that they have something special to offer, rewarding achievement, showcasing top class performance and innovation. Source: WealthBriefing European Awards. Web. visit <http://clearviewpublishing.com/events/wealthbriefing-european-awards-2015/> Date of access: 10/4/2017.

Global Private Banking Awards 2014—Best Private Bank Philanthropy Services

From May to July each year, private banks operating globally or in one or more of the following regions (Europe, Asia, North America, Middle East, Latin America and Africa) are invited to take part in the Global Private Banking Awards. Each institution has to provide growth and performance measures and an executive summary, which should explain the reasons why the private bank deserves to win in the category/ies it has applied for. The submissions will be judged by an expert panel of fifteen industry professionals based in North America, Asia, Europe and the Middle East. A significant input in the evaluation of the quantitative aspects of the private banking groups will be provided by the annual private banking key performance indicators Benchmark study, carried out by Scorpio Partnership. Source: Professional Wealth Management. Web. <http://www.pwmnet.com/Awards/Global-Private-Banking-Awards-2014-Winners-Profiles-Regional-Winners?ct=true> Date of access: 10/4/2017

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