



CAP® SUCCESS STORY

In 2015, AiP Foundation awarded its 100th scholarship! To mark this milestone, we interviewed our 1st scholarship recipient, Ginni Galicinao, CAP®, to see how she's using her CAP® Designation.



Ginni Galicinao is a CAP® who comes from a background as an executive coach and working with major donors. When she started her own company (GALICINAO) five years ago, she initially thought her primary focus would be to help clients pursue a more thoughtful and strategic approach to philanthropy; however, she quickly discovered that they first had to deal with deeper issues around inheritance and wealth ... for them and their heirs. Ginni says, "The CAP® program is fabulous and was invaluable for me. The program was so comprehensive, and added a whole layer of knowledge around the issues families of wealth face from a very personal level. I continue to refer back to the CAP® materials whenever I have questions or need clarification."

Ginni believes her training in coaching complicated relationship systems enhances her value as a CAP®. All of her training and experiences provide her with the tools to have those sometimes scary conversations. She asks those powerful, deep and insightful questions that many financial and legal advisors are uncomfortable asking and exploring. From there, clients are able to begin designing inheritance conversations, meaningful family gatherings, purposeful and intentional trusts, and the legacy they wish to create. She works with her clients to identify and define their core and work-related values; as well as what they need to be successful. She guides them through creating their family's Collective Dream (aka Vision) and the Family Promise (aka Mission), their Family Wealth Balance Sheet, and exercises around the meaning of wealth. She also helps them determine what philanthropy looks like for them, the change they want to effect in the world, and how to engage the rising generation in the family's philanthropy.

We wanted to learn more about her business model as a CAP® without a financial, legal or tax background. Ginni is very clear that the services she offers are of a qualitative nature, not quantitative. She started out offering seminars, and from the beginning, several local financial and legal firms sponsored her events. They were, however, soft sponsors with no visible sales pitch. For their sponsorship, organizations are able to send their clients to her seminars for free. Because these organizations do not have someone on staff who does the type of work Ginni does, they think of their relationship with Ginni as a way of providing added value to their clients. Ginni's clients come to her from a variety of ways: referrals, participation in seminars, word-of-mouth, and her own personal network. Clients negotiate with and pay her directly. Each agreement is personalized to meet the needs of each individual or family. Although she sometimes charges an hourly rate, most of her contracts are based on a combination of day and hourly rates; again customized to the needs of the family, and may or may not include meetings with legal and financial advisors.

The majority of her clients have a continuing relationship with her, although she's not on retainer. She often hears former clients describing her as someone that they work with, even though they may not technically be working with her at that particular time. We asked if she thinks others can do what she does without a financial, tax or legal background. She said that she thinks they can, but it's hard work. "Building the business is probably one of the hardest things I have ever done. Perseverance is everything. It's really helpful if you have an existing network". "This is a trust building business. Clients have to have complete trust in your abilities, your confidentiality, and that you have their best interests at heart at all times.

Ginni says, "What clients buy from me is so much more than my time. It is about creating long-lasting and generative value. It is about transforming their relationships, improving decision-making and communication with family members, and clarifying what they stand for, their role in the global community, and how they want to give back and contribute." She works with a wide range of individuals from upper middle income to ultra high net worth families. She believes that "anyone can be a philanthropist. There is no dollar figure attached to the definition of philanthropy. A philanthropist is someone who gives from his or her heart to better humankind and the world. Whether you volunteer or donate a dollar a year or give many millions of dollars, it's about stretching yourself to give more, and to give and participate in more thoughtful and strategic ways. We all give at different levels and each individual's gift is to be honored and of tremendous value."

AiP Foundation thanks Ginni Galicinao, our first Scholarship recipient, for sharing her success story with us!

Learn more about AiP Foundation scholarships and CAP® at www.advisorsinphilanthropy.org/foundation