

**GUARDIAN TRUST NAMES NATIONAL MANAGER FOR
NEW CENTRE FOR PHILANTHROPY**

The wealth management and trustee company Guardian Trust has appointed Mark Cassidy to the role of National Manager – Philanthropy to lead the company’s newly established Centre for Philanthropy. The Centre has been established to provide a platform for private philanthropists to choose the best way to structure and target their giving by better understanding the options available.

Guardian Trust is a leader in the charitable trust sector having managed trust and client grants to more than 530 charities over the past three years, and Mr Cassidy said formally establishing the Centre for Philanthropy was timely in light of changes to the Charities Commission and new tax legislation for charities to be introduced in 2008.

“While the Charities Commission has set up a governance and accountability framework for all charitable enterprise, the real consequence has been to put a spotlight on the concept of giving and promoting generosity in general. Our message is that “it’s good to give”, and the Centre for Philanthropy helps further that approach by helping donors give in the most knowledgeable and sustainable manner. It’s about strategic investment for sustainable philanthropy – we’d like people to think of philanthropy as a form of prudent social investment.”

The Centre for Philanthropy will work with charities to develop a ‘knowledge base’ which can be used to pair philanthropic donors with charities or causes which match their objectives. “It can be anything from medical research to sports facilities,” Mr Cassidy said. “People have quite personal reasons for how they want to use their money, and our responsibility as a trustee is to ensure that their wishes are respected and the terms of the trust are adhered to.”

Mr Cassidy said his company is well-versed in the challenges and complexities of all aspects of philanthropic management; Guardian Trust is the trustee for more than 450

charitable trusts providing approximately \$26 million of funding annually to benefit New Zealanders around the country. “A key to this success is providing sustainable and increasing funding through sound investment of the trust funds - something we’ve been doing for 125 years.”

The establishment of the Centre for Philanthropy was a natural progression for Guardian Trust, said Mr Cassidy. “We’ve been representing private philanthropists and facilitating their objectives for many years, and in that time have developed the necessary knowledge and expertise to be successful. We are looking forward to advancing philanthropy in New Zealand by delivering smart giving principles, strategic investment management and effective granting processes.”

Mr Cassidy, who has been with the company for 12 years, most recently headed up Business Innovation and before that established the company’s Private Wealth Management division. Before emigrating from the United Kingdom in 1995 he practised as a lawyer specialising in estate planning. He also holds an honours degree in Social Sciences, majoring in Social Psychology, as well as a Diploma in Business Studies (Financial Planning).

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For more information:

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About Guardian Trust

Guardian Trust has been serving New Zealanders for 125 years and is a market leader in wealth management. It is one of New Zealand’s foremost trustee companies in asset management and protection, providing wide-ranging advice and expertise in areas including estate planning and administration, mortgage finance, financial planning, and personal and corporate trusts.