



**PETER AND CHARLOTTE CADE:
HONORING FAMILY AND
HISTORY THROUGH
PHILANTHROPY**

THE AMERICAN COLLEGE
CENTER FOR
PHILANTHROPY
AND **SOCIAL**
IMPACT

The case study of **Peter and Charlotte Cade: Honoring Family and History through Philanthropy** is part of our Advanced Practitioner Series. The series supports the work of senior advisors who wish to master their craft and learn from respected practitioners in the field. Our case studies are opportunities for advisors to dig deeper into topics of interest, particularly those common in families with complex social and cultural backgrounds.

In the Cade case, we meet a philanthropic African American family approaching retirement with deep connections to their heritage and their church. Peter and Charlotte Cade support their aging parents and a teenage grandson while navigating the effects of systemic racism in their histories and daily lives.

We encourage advisors to work through this case study with a multidisciplinary team, engage in lively discussions, and apply what they have learned to further the philanthropic conversation in their practice. Through this process, advisors might widen their awareness of donor/client perspectives and how estate, financial, and philanthropic planning might be implemented.

Advisors are welcome to share this and our other case studies with planned giving councils, estate planning councils, and other groups.

With gratitude,

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CHRIS BLUNT AND GRETCHEN NICKEL



LEON L. LEVY

LEARNING OBJECTIVES

In this case study, participants will:

- Identify key concerns for a couple approaching retirement with a small business and shares in ancestral properties;
- Consider the role of systemic racism in impacting multi-generational family wealth;
- Describe feasible options for the couple to meet their family obligations and goals of travel, honoring their deceased daughter, and their church, among others.

Key terms: African American, multi-generational, philanthropy, legacy, case study

ACKNOWLEDGMENTS

DIEN YUEN, JD/LLM, CAP®, AEP®, Executive Director

HEATHER O'CONNOR, PhD, CFRM, CAP®, Research & Curriculum Consultant

LYDIA OH, Program & Design Consultant

We are grateful to George Nichols, President and CEO, The American College of Financial Services, who provided feedback on the case study.

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BRIEF BIO

Peter is a 64-year-old retired Army veteran and the owner/operator of an auto repair shop in Georgia. He served 29 years in the military, where he was a mechanic. His wife, Charlotte, is 63 years old and a second-grade teacher. They have a son, Langston, and a daughter, Zora, who died a few years ago. They have one teenage grandson, Emmitt. Peter and Charlotte both have families that can trace their roots back to enslaved individuals born in Georgia and South Carolina in the early 1800s.

FAMILY BACKGROUND

Charlotte and Peter met in Augusta, Georgia, at a summer youth church event. He was 18 years old and had just graduated from high school; Charlotte was 17 and a rising high school senior. They were married after she graduated from college. Peter went into the army right after high school, but they stayed in touch. Both knew it was only a matter of time before they were married.

Peter's family is from coastal Georgia (the Sea Islands), and the town has a huge Gullah Geechee festival every year. Peter's parents are both deceased. His father was an orderly at a veteran's hospital, and his mother was a housekeeper for several wealthy families in a nearby inland town.

Charlotte's parents are both retired city employees who live nearby.

CHILDREN AND GRANDCHILDREN

Peter and Charlotte's son, Langston, is 35 years old, and graduated from an HBCU. He was recently hired by a commercial airline as a pilot. He is married to Maya, a flight attendant. They live in Dallas, TX, and do not yet have children.

Peter and Charlotte's daughter, Zora, died three years ago after a short battle with breast cancer. She was in her 30s when she passed. Zora's son, Emmitt, is their only grandchild. He is 18 and lives with Peter and Charlotte as he pursues mechanics training at the local technical college on a full scholarship. He hopes to graduate next year.

INTERESTS

- **Cars:** Peter specializes in vintage cars, and business has been steady. Peter employs Joe, a mechanic who does most of the day-to-day operations and has been with him for over 10 years. Peter primarily works on restoring the cars.
- **Travel:** Charlotte would like to plan a family trip for them to explore their roots. West Africa is most likely the location where her family roots originate, but she is searching for more information on her genealogy and is eager to learn more about her family's history.

MONEY STORY

Peter saves everything and lives a frugal lifestyle. He does not like debt—they have paid off their 15-year mortgage—and he celebrated the day it was paid in full.

Charlotte's parents are aging in their home and showing signs of declining health. Aids come in a few times a week to clean and prepare meals. This is costly, and Peter and Charlotte contribute \$1,000 a month to the cost of her parents' home aid expenses. Her two siblings also pitch in and assist with expenses.

PHILANTHROPY AND GIVING

- **Church:** Peter and Charlotte give at least 10% of their income to the local church that they attend. They also support Charlotte's family church in a nearby county, where her parents grew up. The church was built in the late 1800s. Charlotte has discussed the idea of starting a fund specifically for the family church with a few of her cousins. Many in the family have moved out of the area and want to contribute in some way to keep the family church going for future generations. Charlotte contacted a local community foundation, but nothing has been decided or established. The church has an annual homecoming in August. Relatives from all over gather for that one day of fellowship and connection.
- **Sorority and HBCU:** Neither Peter nor Charlotte's parents graduated from college. In the future, Charlotte would like to fund a scholarship to support college students who attend her alma mater, a historically black college and university (HBCU) in her hometown. She has been active with her sorority for many years and serves on the fundraising committee. In that role, she raises funds for high school students planning to attend college and for several local community programs.
- **Cancer organization:** Peter and Charlotte give \$5,000 each year to support the local cancer organization. Charlotte recently joined the board.
- **Other causes they support:** In addition to the 10% tithing, Peter and Charlotte give an additional \$10,000 total to Gullah Geechee events, homecoming events at Charlotte's alma mater, the family church, and the local African American History Museum each year.

ASSETS

- Sea Island property: **\$1M** (Peter's approximate share)
 - Peter inherited a ¼ share of his grandparents' home, which is located on one of the Sea Islands in Georgia. He and his three siblings receive calls, letters, and business cards (often slid under the door of the property) several times a day from developers looking to buy the land. His family has been in this area for generations. Before mosquito repellent and air conditioning, the area was seen as less than desirable, but today, it is seen as a goldmine. The home needs repair. Peter and Charlotte are trying to decide what to do: sell it or keep it in the family. The FMV of the property is \$4M.
- Retirement accounts: **\$900K**
 - Peter's and Charlotte's combined IRA and 403(b)
- Annual net income: **\$180K**
 - Teaching \$65K, military pension \$40K, auto repair shop \$75K
- Residence: **FMV \$450K**
 - Modest home in an old neighborhood, where everyone knows everybody. Peter and Charlotte love it there. They paid \$100K for it twenty years ago.
- Auto repair garage building: **\$265K**
 - Paid in full. It is in the downtown area. He paid \$65K in 2007.
- Classic car collection: **\$340K**
 - Three automobiles valued at \$100k, \$150K, and \$90K
- Farm and timber: **\$100K** (Charlotte's approximate share)
 - The land was a farm years ago and has valuable timber on it. The heirs' property is tied up with a long list of family members (there are 10 beneficiaries). Charlotte's grandfather did not deed the property or have a plan in place that would pass the land to the beneficiaries. The property is 100 acres valued at more than \$1M. Due to the difficulties that her grandfather faced in getting loans to buy and maintain equipment, purchase seed and fertilizer, and other farm-related items, the family farm eventually had to shut down. He was often sold faulty seeds for his crops, while healthy seeds were provided to the neighboring farms. In addition, he was denied benefits and subsidies. In the 1950s, several acres of the farm were taken under eminent domain to build a dam, and Charlotte's grandparents were paid pennies on the dollar.

CONCERNS, ISSUES, DESIRES

Peter and Charlotte have always talked to their children and grandchild about the challenges of navigating biases and unjust treatment. Years ago, a loan officer at a well-known national bank told Peter that he could not afford to buy the auto garage, even though the agent had not yet reviewed Peter's application. Peter moved along to another loan officer at the only Black-owned bank in town, where he was approved for the loan.

The auto repair shop has never had a business valuation. Peter has no idea what it is worth. He has considered selling the shop to Joe if Emmitt does not wish to take over the business. However, he is not sure whether Joe can afford to purchase the business or will be able to get a loan.

He and Charlotte are considering their Social Security options as they explore what retirement will look like for them. They want to make sure that their grandson, Emmitt, will be able to complete his studies and have a good start in life if something should happen to them.

Charlotte wishes to retire in a few years. Peter wishes to reduce his hours in the business and continue to restore cars when he is able. They want to take care of her parents, support their favorite organizations and causes, and travel as much as possible while they have their health.

QUESTIONS

1. Your role:
 - a. What would your role be if Peter and Charlotte became your clients/donors?
 - b. What would your goals be for the first meeting?
2. Financial and estate planning:
 - a. What financial issues do they have to address in the short term and long term?
 - b. What estate planning issues do they have to address?
3. Giving:
 - a. What drives Peter and Charlotte's giving?
 - b. How would you familiarize yourself with the missions, needs, and campaign plans of their favorite organizations and causes?
 - c. What charitable tools or approaches would you recommend to Peter and Charlotte? Which of these would you prioritize? Why?
4. Bringing in advisors:
 - a. What concerns or hesitations might Peter and Charlotte have with engaging an outside advisor? How might you help them address these concerns?
 - b. What aspects of the work will you manage, and what elements will you hand off? How would you select advisors to partner with in this case?
5. Family relations:
 - a. What concerns might Peter and Charlotte have regarding their son and grandson?
 - b. What issues might arise with their extended family?

RESOURCES

[A bold vision for Black businesses and National Black Business Month](#), Terron Ferguson, ProjectEquity

[African American Philanthropy: A Culture of Generosity](#) (podcast), Stanford Social Innovation Review, Aug. 12, 2020

[Black Deaths Should Matter Too!: Estate Planning as a Tool for Antiracists](#), Terrence M. Franklin, ACTEC Law Journal, Fall 2021

[Black Land Theft and the Racial Wealth Divide](#), Tykesia Nesbitt, Inequality.org, May 6, 2022

[Everyday Donors of Color: Diverse Philanthropy During Changing Times](#), Indiana University, Lilly School of Family School of Philanthropy, Aug. 2021

[Invest to Advance: How multicultural investors build generational wealth](#), UBS, 2022

[Philanthropy Always Sounds Like Someone Else: A Portrait of Donors of Color](#), Donors of Color Network, 2022

[Priorities and Challenges: Wealth Management Among Affluent African-American Families](#), Fenaba R. Addo, Ph.D., Samuel Dubois Cook Center on Social Equity and GRID 202 Partners, Sept. 8, 2022

[Race and Gender Equity and the Role of Employee Share Ownership](#), Aspen Institute, 2021