

Philanthropy video transcript

On-screen text:

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Voiceover: There are moments in life that stay with us. Indelibly.

They inspire us to stop and think.... and for some of us, to take action.

Speaker: Beth Renner, Head of Advice Center, Wells Fargo Wealth and Investment Management

Beth Renner: Technically, the word philanthropy means the love of mankind. It's about empathy and compassion for someone else and their struggles.

Philanthropy, I have found, can be very personal.

I can sit down with 100 different individuals and ask them what's impactful about their philanthropy. It may involve exactly the same cause. Whether it's education. A health crisis or injustice.

And they will have 100 different answers.

Each individual is affected differently by the struggle as they see it.

So, we'll often start a dialogue with our clients to help them visualize their philanthropy.

When they can visually describe the outcome they see from their contribution of time – of money - that's when they understand the true impact their generosity is making.

For many, philanthropy can be purely transactional. But I tell clients, don't miss the opportunity to create transformation in yourself, as well.

End Card: Wells Fargo Wealth & Investment Management (LOGO)

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