

This is an excerpt from an article recently featured in the *Private Wealth Advisor Times*, an internal Ameriprise Financial newsletter.



## An Ameriprise Private Wealth Advisory Practice Works as a Team to Support Charitable Foundations

While many advisors use sponsorships solely for acquisition, some use them for supporting causes close to their heart. Senior Financial Advisor Joe De Sena, CFP<sup>®</sup>, MBA, an Ameriprise Private Wealth Advisor from Melville, New York, recently sponsored an event for the latter, letting his personal goals trump business goals.

### The Michael Magro Foundation

In July 2004, 13-year-old Michael Magro passed away from an aggressive form of Acute Lymphoblastic Leukemia (ALL) less than two months after being diagnosed. In memory of their son Paul and Terrie Magro established the Michael Magro Foundation in 2005. Supporting the Cancer Center for Kids at Winthrop University in Mineola, New York, it helps relieve some of the financial hardships faced by parents with children undergoing treatment for cancer.



Personally knowing the Magro family De Sena was motivated to become involved with the Foundation in 2005, and he was later asked to become a board member due to his commitment and business experience. "I have known Joe for about 20 years," Terrie Magro, Michael's mother, said. "When Michael passed away in July 2004 Joe was very upset. He immediately stepped forward and said 'What can I do?' He does everything from his heart."

### The 4<sup>th</sup> Annual Evening of Tasting and Giving

Held October 7, De Sena took the lead in sponsoring this important fundraiser for the Foundation. He understood the less money the Foundation had to lay out for this event the more money they would have available to help the families and children.

De Sena previously ran in marathons and raised money for the Foundation through donations from friends, family, colleagues and clients. Due to an injury he was unable to run this year, so he sent benefit invitations to his supporters asking them to come and/or donate in lieu of their regular contribution to his run.



Terrie Magro and  
Joe De Sena

A selection of the finest Long Island, New York, restaurants donated food for the event, and guests could visit tables hosted by each restaurant to sample their gourmet cuisine. Corporations and small businesses donated raffle prizes and items for the silent auction including vacations, jewelry, private dinners prepared by the featured restaurants' chefs and even interior decoration consultation by De Sena's wife Daria.

At night's end the *Evening of Tasting and Giving* raised over \$71,000, topping all previous fundraising event efforts. De Sena commended the efforts of guests and benefactors stating "Even though we are going through difficult economic times our clients and friends of the Michael Magro Foundation demonstrated generous financial support."

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## Project S.O.A.R.

De Sena plans to continue working to support the growth and success of the Foundation, and he acted as the sponsoring advisor for a grant through Ameriprise Financial to help fund the Foundation's new school re-entry program entitled Project S.O.A.R. (School re-entry and Ongoing Academic Relief). The program assists children recovering from cancer as they transition back into school after extended absences for treatment. Initially being launched through the Winthrop University Hospital, the Foundation and De Sena have visions of rolling out Project S.O.A.R. on a national level.



Robert Almaraz,  
Daria and Joe De Sena

The *Evening of Tasting and Giving* and planning for Project S.O.A.R. was a team effort for J. De Sena & Associates. Paraplanner Katie Coleman acted as the office's project leader, and both she and Client Service Manager Lisa Barnes diligently worked to help with the event. Associate Financial Advisor Mary Terino, also active with the Foundation since 2005, played a significant role in obtaining a grant from Ameriprise Financial for Project S.O.A.R.



Mary Terino and  
Joe De Sena

De Sena's goal has been to support the Foundation and the families it helps rather than using his relationship as a potential client-prospecting opportunity.

An additional opportunity exists that is mutually beneficial to both the advisor and the Foundation. For every complimentary, initial consultation held with a prospect referred through the Michael Magro Foundation De Sena makes a financial contribution to the Foundation. He then makes an additional contribution if that person becomes a client.\* Payments are made directly to the Foundation, and the donation comes from the advisor's practice.

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