From lived experience to lasting impact: Natasha's giving journey

By Perpetual Private

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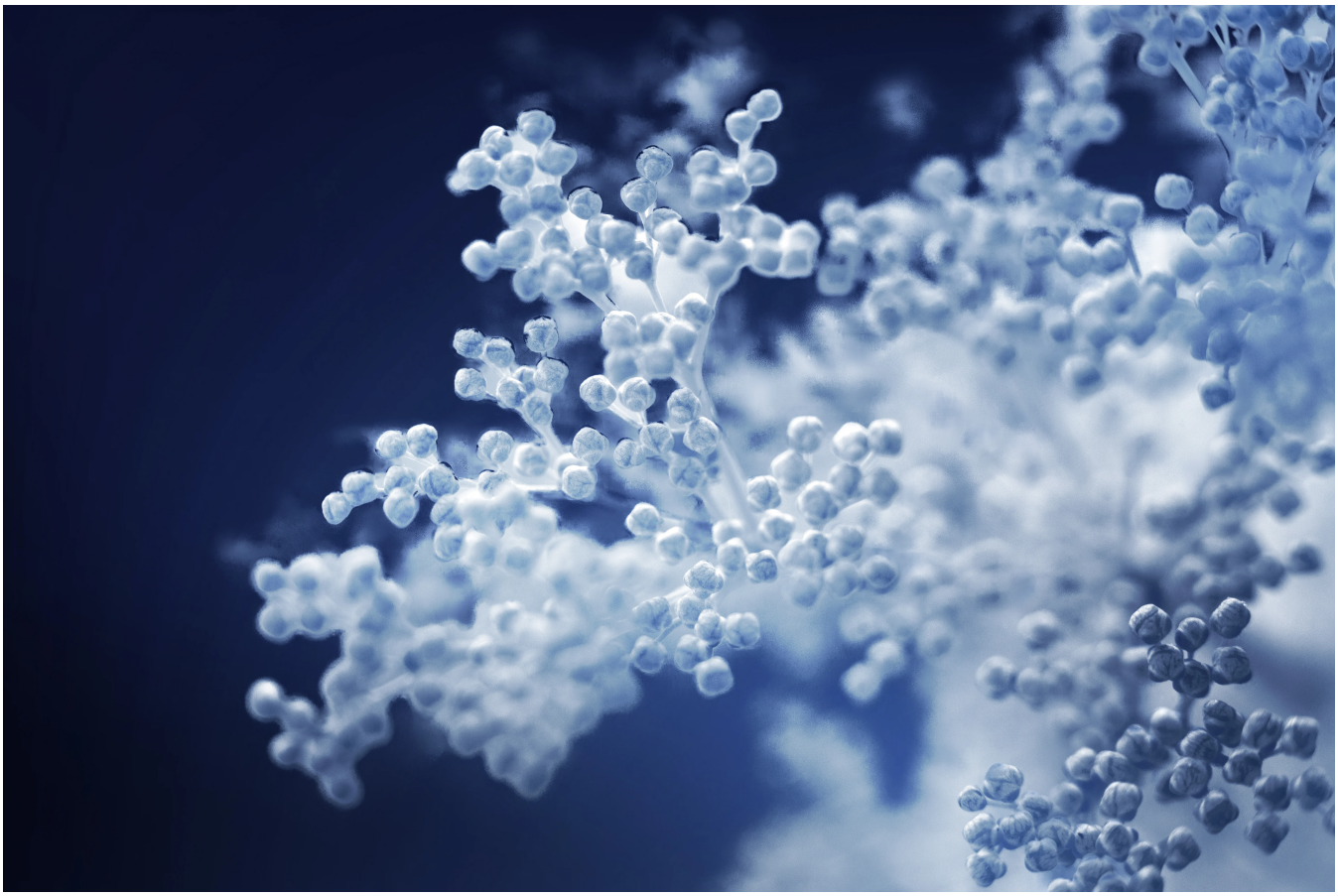

For Natasha, philanthropy is not about building a legacy – it is about creating small, meaningful acts of kindness that strengthen communities. Establishing an endowment through the Perpetual Foundation gives her confidence that the causes she cares about will continue to receive support long into the future.

Natasha's commitment to giving began early in her life. The daughter of Chinese war refugees, she grew up witnessing the discrimination and disadvantage her parents faced. Those experiences shaped her belief in fairness, dignity and opportunity for all.

"Having grown up in poverty and faced various glass ceilings – which I still face – I feel passionate about trying to break down those barriers. Helping people who are disadvantaged."

Giving time, knowledge and understanding

Natasha's generosity extends beyond financial support. Alongside her career as an economist and financial analyst, she served as a board director for a community legal service and is a Justice of the Peace. When dealing with members of the community who may feel intimidated when completing instruments such as a statutory declaration, she approaches the task with empathy and patience to explain the process. She would like to believe that she would be treated the same way, if the role were reversed.

Choosing an endowment to focus and amplify her giving

Natasha's decision to establish an endowment was shaped by her desire to give in a more strategic and enduring way. After attending a Perpetual information session on philanthropic structures, she discovered that setting up an endowment under the Perpetual Foundation – a Public Ancillary Fund – was more accessible and straightforward than she had expected.

She was already transitioning from donating small amounts to multiple charities to a more focused approach, directing larger gifts to a smaller number of organisations. After further research, Natasha decided that an endowment was the best choice for her.

"Being an economist, I like that my endowment works much like a superannuation account – invested with a long-term focus. Even after I'm gone, the support it provides will carry on."

"This kind of structured giving isn't just for billionaires - explore the options, reflect on what you care about, talk to someone who can help you understand what makes sense for your situation, and shape your giving around the causes that resonate with you."

A reflection of who she is

Natasha's endowment supports a diverse range of sectors that reflect who she is as a person, and her interests and values – from health and medical research, to animal welfare

(particularly her love of cats). She sees her endowment as the perfect intersection between her scientific, analytical mind and her commitment to empowering the community.

“To anybody considering an endowment, do your research, get advice and, if you feel that it’s right for you, then go for it. It’s as simple as that. It’s not as difficult as people think, and you do not need as much money to invest as you might imagine.”

A future strengthened by generosity

Natasha’s story demonstrates how thoughtful, well-structured giving can empower individuals to make a meaningful, enduring contribution to the communities they care about. By choosing an endowment, she has created a sustainable way to support the causes that shaped her life – and the lives of many others.

Talk to our team

To find out more about structured giving and how it could work for you or your family, contact our Philanthropy team on 1800 501 227 or philanthropy@perpetual.com.au

Email us

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