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The Billion Dollar Playbook: Daylight to Launch First-Ever Industry Standard for Philanthropic Advisors

Daylight's Philanthropic Advising Competency Model Sets a New Standard Amid Growing Demand

Daylight, a leading professional development firm, will launch its *Philanthropic Advising Competency Model* on Thursday, July 17, establishing the first framework to define standards of excellence in the philanthropic advising profession.

Demand for philanthropic advising services is rising, driven by unprecedented wealth creation and transfer, the growing complexity of social and environmental challenges, and generational shifts in how individuals and families define purpose, generosity, and impact. However, philanthropic advising is not a regulated profession in the U.S., and the field lacks a shared framework for the knowledge, skills, and experience required to deliver high-quality advising services.

"Advisors help clients guide billions of dollars in philanthropic giving each year," says Dien Yuen, CEO and founder of Daylight. "Yet without a shared set of professional standards, there's no consistent way to ensure that this guidance is informed, ethical, or effective. This Model introduces long-overdue clarity, credibility, and accountability to a profession that is growing in influence but remains fragmented and loosely defined."

The *Philanthropic Advising Competency Model* outlines the core knowledge, skills, and behaviors required for effective and modern advising. Leaning on insights from our groundbreaking report, [U.S. Philanthropic Advisors 2024: Professional Development, Practice, and Knowledge Gap](#), including Daylight's [Certified Impact Philanthropy Advisor](#) (IPA) program—used in 23 states and 7 countries with a 99% completion rate—the framework is grounded in industry practices and informed by professionals across philanthropy, law, wealth management, and nonprofit leadership.

This groundbreaking tool is designed to clarify recruitment, hiring, performance evaluation, and professional development across the field—for employers, advisors, and practitioners alike. Daylight's new model brings definition to a previously ambiguous role, offering a clear path toward the professionalization of philanthropic advising.

Launch Details:

- **Launch Date: Thursday, July 17, 2025**

- Location: www.daylightadvisors.com
- Includes: Free digital framework, self-assessment, and public webinar
- Register for the free July 21 webinar and get early access to the Philanthropic Advisor Competency Model [here](#)
[<https://zoom.us/meeting/register/SvYkvuXQFKJTxs5nU3y8A#/registration>]

About Daylight

Daylight equips wealth and philanthropic advisors with the confidence, competence, and cultural dexterity to grow their practices, strengthen client relationships, and lead with impact. Our Certified Impact Philanthropy Advisor (IPA) program and certificate offerings establish a new benchmark for excellence in philanthropic planning education.