

## TOOLS FOR GIVING

# Turning stock market gains into community investment

## Gift of Appreciated Stock



**Everybody wins when you make a gift of appreciated stock to your community foundation.** Your gains are put to good use. Your gift of stock is reinvested in your community, and it qualifies for an immediate tax deduction based on the full fair market value.

### How it works

- You make a gift of appreciated stock to your community foundation.
- Your gift can be placed into any of our charitable funds. For example, you can use your gift to create a Donor Advised Fund in your name, in the name of your family or business, or in honor of any person or organization you choose. You can then stay involved in recommending uses of the fund.
- Your gift qualifies for a tax deduction based on the full market value of your stock; you avoid the capital gains tax that would otherwise arise from the sale of this stock.
- We handle all the administrative details.
- Your gift can be placed into an endowment that is invested over time. Earnings from your fund are used to make grants addressing community needs. Your gift — and all future earnings from your gift — is a permanent source of community capital, helping to do good work forever.

### Generating a return for your community

“Our stock returns provided the means for giving to our community,” say Joanne and Gerald Johnson. That’s why they joined the many people who choose to contribute appreciated stock to open a Donor Advised Fund. Last year, The Johnson Fund supported a local family outreach program, a homeless shelter, and a local theatre group. “Some of our charities are too small to accept direct stock gifts,” says Joanne. “Giving through the community foundation eliminates that barrier.” The Johnsons receive a tax deduction on the full market value of their appreciated stock, while avoiding the capital gains tax that would otherwise arise from sale of this stock. Gerald says, “It’s a simple, satisfying way to give.”

### Ten reasons people choose to give through community foundations

#### one

We are a **local organization** with deep roots in the community.

#### two

Our professional program staff has **broad expertise** regarding community issues and needs.

#### three

We provide highly **personalized service** tailored to each individual's charitable and financial interests.

#### four

Our funds help people **invest in the causes** they care about most.

#### five

We accept a wide **variety of assets**, and can facilitate even the most complex forms of giving.

#### six

We partner with **professional advisors** to create highly effective approaches to charitable giving.

#### seven

We offer maximum **tax advantage** for most gifts under federal law.

#### eight

We **multiply the impact** of gift dollars by pooling them with other gifts and grants.

#### nine

We build **endowment funds** that benefit the community forever and help create personal legacies.

#### ten

We are a **community leader**, convening agencies and coordinating resources to create positive change.

### More benefits

Giving appreciated stock through a community foundation is popular among a range of givers — individual investors, families, entrepreneurs, and even groups of friends who have formed investment clubs.

By giving stock through your community foundation, you can avoid capital gains taxes that would be due as a result of its sale and establish a charitable fund that benefits the local causes and organizations you care about most. With gifts of appreciated stock, your stock market earnings translate into community impact, so you get a more rewarding return on your portfolio. You can set up a scholarship; support special programs for at-risk youth, senior citizens, or other people in need; address environmental concerns; or support the arts.

*Community foundations provide a simple, powerful, and highly personal approach to giving. We offer a variety of giving tools to help people achieve their charitable goals.*

*You can make a gift of cash, stocks, bonds, real estate, or other assets to your community foundation. Most charitable gifts qualify for maximum tax advantage under federal law. For more information and ideas on ways to integrate your financial planning with charitable giving, ask your financial advisor or contact your community foundation.*