

REMEMBERING THE LORD WITH APPRECIATED STOCK



“But remember the Lord your God, for it is he who gives you the ability to produce wealth, and so confirms his covenant, which he swore to your forefathers, as it is today.” Deuteronomy 8:18

A very practical way to “remember the Lord your God” as He gives you the “ability to produce wealth” is with a gift of appreciated stock. Gifts of appreciated securities - such as stocks, bonds, and mutual funds - are a smart and simple way to maximize the effectiveness of your investments in the Lord’s work.

How Does This Work?

It’s quite simple:

- We will either handle the stock transfer ourselves or put you in touch with our gift planning partner to arrange the stock transfer.
- When the shares are liquidated, the proceeds can be used immediately to advance our mission.
- You will receive a receipt. The receipt identifies the name of the stock, number of shares given, the date of the donation, etc.

Can You Give An Example? Yes! Suppose a supporter holds publicly traded stock with a market value of \$10,000, which she bought for \$3,000. If she transfers the stock to us (before the stock is sold), she will be able to claim a charitable income tax deduction for the full \$10,000. In addition, she will not be liable for tax on the \$7,000 capital gain upon the transfer of her stock. By using stock instead of cash, she experiences the joy of giving \$10,000 to ministry and securing a tax deduction in the same amount.

Is a Gift of Appreciated Stock the Right Choice for Me? Possibly. There are several benefits for you to prayerfully consider:

- You completely avoid paying capital gain tax by giving stock directly to us.
- You can receive a significant tax deduction for your gift.
- You may be able to contribute much more to our mission for the same after-tax cost as giving cash
- You may find it is better stewardship of the resources God has entrusted to you, to transfer stock shares directly to us rather than sell them and then donate the proceeds because of the significant tax savings and increased ministry impact.

This is general information and is not intended to be tax or legal advice. Please consult your own advisors.



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- I would like someone to contact me about a gift of appreciated stock.
 - I would like free help creating or updating my Will or Estate Plan

Name _____

Address _____

Daytime Phone _____ Evening Phone _____

Email _____

Reply with envelope or contact Mike Friend at 402-477-8080 or askmike@cityimpact.org