

Take Stock in United Way

Consider a Gift of Stock

Many people only think of giving cash or payroll deduction gifts to United Way of Central Minnesota, but a gift of stock may be the wiser choice. By donating stock instead of cash you may be able to give a gift larger than you thought possible. You receive credit for the donation at the full value of the stock on the date of the gift reducing your federal & state income tax, you also avoid capital gains tax on the increase in the value, and you help make a community better for all.

Cash vs. Stock Donations

For example, if you wish to give a gift of \$10,000 and you can give either cash or shares of stock that you bought more than a year ago for \$2,000 that are now worth \$10,000.

With a cash gift of \$10,000, you save federal income tax of \$2,800 for the donation (assuming you're in the 28% bracket) and additional savings on your state income tax (assume a 7% rate.) Your \$10,000 cash donation will cost you \$6,500.

If you donate \$2,000 of appreciated* stock currently valued at \$10,000 (instead of selling it for cash and donating the proceeds) your tax deductible donation is \$10,000 - the full fair market value. You not only reduce your federal and state income taxes for the donation, just as you would with cash, but you also avoid \$1,200 in capital gains tax on the stock's appreciation in value. Your \$10,000 gift of stock would only cost you \$5,300.

**To deduct gifts of appreciated securities at their current fair market value, the IRS requires that you must have held them for more than one year.*

If you would like to make a gift of stock please contact your broker and request a transfer of stock to United Way of Central Minnesota. Be sure to have your broker confirm your gift to us so we may properly acknowledge it.

Mission: To improve people's lives by mobilizing the caring power of Central Minnesota.

DTC #: 0226
Account Name: United Way of Central Minnesota
Acct #: 0QF848553 (held at National Financial Service)

Broker: Schluchter Investment Advisors
Contact(s): Jeff Voit
Phone: (320) 203-6543
Fax: (320) 203-6546

Please send stock gift information to:

United Way of Central Minnesota
Attn: Stock Processing
921 1st Street North, Suite 200
St. Cloud, MN 56303

If you have any questions, please contact JoAnn Henry, Director of Finance at (320) 252-0227.

This information is illustrative only and is not intended to be legal or financial advice. Consult your own attorney or financial advisor to discuss your specific situation.