

# DONATE YOUR APPRECIATED PROPERTY

## MAKE A GIFT TODAY THAT COSTS LESS THAN YOU THINK!

Have you ever considered using appreciated stock to make a gift to Presbyterian Communities of South Carolina? If not, let us explain how this gift can provide benefits to you as well as to residents whose lives you touch with such a gift.

### *Appreciated stock should be donated, not cashed in to make your gift.*

Here's why: If you're selling the stock and plan to give us the cash proceeds, you will still be liable for capital gains tax on the appreciation – both a needless reduction in your gift amount and a tax liability.

**For example:** Let's say you hold \$50,000 worth of XYZ Co. stock that you bought many years ago for \$10,000. Selling the stock (even if you intend to donate the proceeds) would trigger a capital gains tax on that \$40,000 gain. Under the current tax on long-term capital gain property, that means a significant tax on your \$50,000 sale proceeds, and a gift that is several thousand dollars lower than the \$50,000 you intended.

Alternately, if you donate the stock directly to us, your gift and charitable deduction will be based on the full \$50,000 value of the shares. (Note: your actual gift amount will be the average of the high and the low prices of the stock on the date of transfer).

By the way, there is a difference in *how much* of your charitable deduction can be claimed in any one tax year. Gifts of cash may be deducted up to 50 percent of your adjusted gross income (AGI), while gifts of appreciated property, like your XYZ Co. stock, may be deducted up to 30 percent of your AGI. But you have five additional tax years to fully claim a charitable deduction, so even a 30 percent deduction won't be "wasted."



NEED INCOME  
FROM YOUR STOCKS?  
LEARN MORE →



2817 Ashland Road, Columbia, SC 29210 • [PresCommunities.org/Planned-Giving](http://PresCommunities.org/Planned-Giving)

*We are a compassionate Christian ministry dedicated to enriching the quality of life for seniors of all faiths.*

## WHAT IF I NEED THE INCOME FROM MY STOCKS?

You can make a gift of appreciated securities and replace or *even increase* the dividend income by using your securities to fund a life-income gift that provides a stream of income to you and/or your loved ones.

## INTERESTED IN LEARNING MORE ABOUT DONATING SECURITIES?

Please get in touch and let us help you craft a gift using appreciated securities that makes good financial sense for you. We look forward to hearing from you.

William McConnell  
Director of Foundation Services and Church Relations  
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As always, talk to your financial advisor for advice specific to your circumstances.



*As PCSC celebrates its first 60 years of serving seniors, we thank you for your role in helping to prepare this ministry for the second 60, and beyond!*



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