

# Ways of Giving



We would like to share with you the various ways you can plan your giving to Shalom Manor; some of which offer unique or increased tax benefits. Some donors also find that more than one type of gift combination suits their particular financial situation. We suggest you consider professional advice as you consider ways of giving and your financial situation.

## Gifts of Cash

The most popular form of giving is either as an outright gift or a pledge payable over 3 years (or more as needed). Your pledge is payable annually or in another suitable frequency. Typically the first pledge payment is made in the first year in which the pledge is signed. We are open to other arrangements to suit donors' needs.

## Private Foundation Gifts or Donor Advised Funds

If you make gifts through a private Foundation or community fund, you may direct an amount to the Campaign.

## Gifts of Real Estate or Other Personal Property/Gifts of Life Insurance/Retirement Accumulations/Charitable Gift Annuities

There are many other ways to make gifts that may be counted towards the Campaign. The Campaign Office would be pleased to assist you and provide illustrations for you and your family and/or professional advisor in deciding if these are beneficial options for you.

## Gifts of Securities

Donating stocks, bonds, mutual funds or other securities is a tax-smart way to support the Campaign. Donating securities directly to charities eliminates the payment of capital gains tax. By making such a gift you will receive the benefit of a tax receipt for the market value of the stock and not pay tax on any of the capital gain. When making such donations, it is best to give it directly to a charity rather than selling it first and gift the cash proceeds. A tax savings sample of a gift of \$25,000 is illustrated below.

## Gifts in Kind

Gifts that provide cash and pledge donations are the primary aim of the Campaign. In-kind support of product can be made if they relate to the Campaign.

## Gifts of Securities in a Down Market

There are options to consider by giving depreciated securities. You can give such assets, realize the capital loss and apply the loss against past and future capital gains. You can then repurchase some or all of the same securities (after a minimum of 30 days). Depending on what happens in the markets in that 30 day wait period, you can lower the adjusted base of your stockholding, allowing for greater potential when the markets recover. In summary, you can lock in your capital tax loss to claim against past and future gains and receive a charitable tax receipt to offset tax while lowering the adjusted cost base of your security.

This chart shows the benefits of gifting directly to charity versus selling securities and gifting proceeds.

	Sell Shares & Donate Cash	Donate Shares Directly
Purchase Price	\$10,000	\$10,000
Current Value	\$25,000	\$25,000
Capital Gain	\$15,000	\$15,000
Taxable Gain at 50%	\$ 7,500	\$0
Net Tax Payable at 46%	\$3,450	\$0
Donation Tax Credit at 46%	\$11,500	\$11,500
Tax Benefit to Donor	\$ 8,050	\$11,500
Benefit to Shalom Manor	\$25,000	\$25,000
After Tax Cost to Donor	\$16,950	\$13,500

