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.*

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