

How-To Do Donate Gifts of Stock

Why Donate Gifts of Stock?

Donating stock (vs. cash) saves you a lot of money. When you donate stock, you avoid capital gains tax while earning a bigger tax deduction. Nonprofits also get to keep more, meaning everybody wins!

Donate stock to maximize tax savings!*

Assume you have \$5,000 worth of stock with a cost basis of \$2,000 (\$3,000 capital gain). Rather than selling the stock, you can donate it and save a bundle on taxes!

Sell \$5,000 Stock:

Pay \$750 in taxes

Pay \$750 capital gains tax
(assume federal + state tax = 25%)

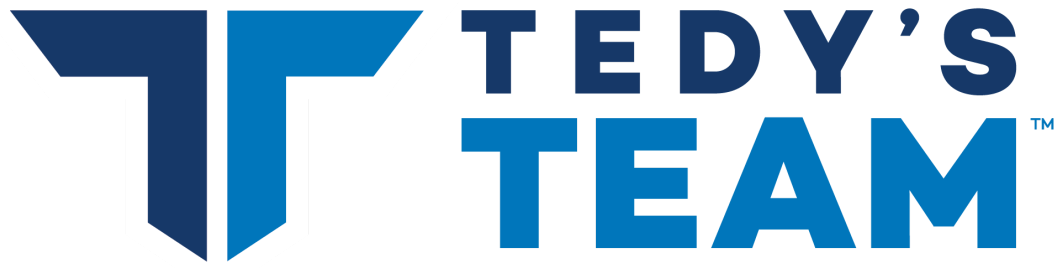
or

Donate \$5,000 in Stock:

Save \$2,750 in taxes*

Save \$750 (avoid capital gains tax)
Save \$2,000 via \$5,000 deduction
(assume federal + state = 40% tax rate)

*Disclaimer: We do not provide tax advice. This is informational only. Please speak to a tax professional.



How it works:

