

SPECIAL GIFTS

4.2 Take STOCK in United Way

Why Give Stock?

By giving stock held for at least a year, the 15 percent capital gains tax typically incurred can be potentially eliminated if you sell. Stock donations to public charities, like United Way, are eligible for a charitable tax deduction on both federal and state taxes—adding up to potentially big savings.

A charitable contribution of long-term appreciated securities — i.e. stocks, bonds and/or mutual funds that have realized significant appreciation over time — is one of the most tax-efficient of all ways to give. This method of giving can be particularly advantageous in today's market. Make sure to help your employees see how a gift of securities can be the most cost-effective way to improve their community!

If you would like additional information, please email us at finance@hlunitedway.org or call (218) 726-4770.

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.

4.3 Planned Giving

Gifts to the United Way Endowment Fund are carefully invested to support the donor's tradition of caring. The gift is carried on from generation to generation. In addition, many planned gifts provide substantial tax advantages to the donor. The United Way Endowment Fund accepts gifts through wills and estate plans that provide a continuing source of revenue separate from the annual campaign.

Planned gifts could include annual gifts to the endowment fund of cash and securities, or future gifts including:

- **Bequests:** Designating a specific amount of money, a percentage of your estate, or a specific property, you help ensure a future of support.
- **Life Insurance:** Contributing a policy you own, assigning dividends as a gift, or naming Head of the Lakes United Way as beneficiary can provide support for those in need and provide tax benefits to you.
- **Property:** Gifting donations of real estate, jewelry, or other valuables may also provide significant tax benefits.
- **Memorial Gifts:** Directing donations for annual recognition or in honor of a loved one.
- **Other Planned Gifts:** Establishing a charitable remainder trust, lead trust, or other planned gifts.

For more information about planned giving, please contact Michelle Hargrave at 218-726-4771 or mhargrave@hlunitedway.org.