



Make Your Giving Go Further:

The Benefits of Donating Appreciated Stock

Donating stock directly to your church is one of the most tax-efficient ways to support ministry. Here's how it works—and why it might make sense for your next gift.

What Is a Stock Donation?

Instead of selling your stock and donating the cash, you can transfer your appreciated shares directly to the church. This simple step unlocks extra financial rewards for you and maximizes your gift's impact.

Key Benefits

- **Avoid Capital Gains Tax**
When you donate stock that has increased in value (held more than one year), you won't pay tax on the gains.
 - **Get a Bigger Tax Deduction**
You can typically claim a charitable deduction for the full fair market value of the stock, not just your original purchase price.
 - **Give More, at No Extra Cost**
The combination of avoiding capital gains tax and claiming a higher deduction means you can often give 20% or more compared to making the same gift in cash.
 - **Reset Your Cost Basis**
Donate your appreciated shares—then buy the same stock again at today's price. This "resets" your investment cost basis and reduces future taxable gains.
 - **Simple and Secure**
The process is streamlined, safe, and can be started with one call to your broker or the church office.
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Example

Suppose you bought stock years ago for \$1,000, and now it's worth \$5,000.

- **Cash Gift:** If you sell, you could pay \$800+ in taxes before you give.
 - **Stock Donation:** By donating the shares, you avoid the tax and can deduct the full \$5,000.
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How to Get Started

1. Reach out to Pastor David in the church office and he can provide transfer instructions or connect you directly with the firm (Morgan Stanley) Knollwood uses for these kinds of donations.
2. Initiate the stock transfer with your broker.
3. Keep documentation and confirmation for your tax records.

Tip: Stock gifts are best made with shares you've held more than one year for maximum benefits.

Questions?

Reach out Pastor David at David@Knoll.org or check out IRS Publication 526: "Charitable Contributions"

Let your generosity go further—consider a stock gift this year!