

## GIFTS OF STOCK

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Sometimes it is in your best interest to give a few shares of stock instead of a gift of cash. Look to your portfolio first when making any charitable gift. Appreciated stock is the asset of choice for donors who want big tax breaks while still making a difference in a charity you are passionate about.

You may have a large amount of stock in one company (like Procter& Gamble or GE). In many cases, the cost basis is very low and over the years the value may have increased ten-fold or more.

Cashing it in may subject you to big capital gains. While holding the stock may increase the tax to your heirs and in the meantime generate no income (provided there are no or low dividends).

### **Stocks are so easy to give.**

With the advent of electronic transfers, minimal paperwork and time are involved. You select the number of shares and type of stock to give, publicly traded or privately held. Whether you're giving one share or thousands, the process is the same – simple and fast!

### **Stock Gifts may have a double tax benefit.**

Not only can you claim the charitable deduction, but you may save on capital gains tax.

### **Stock Gifts can fund Split Interest Gifts.**

You can use appreciated stock to fund a charitable gift annuity or charitable remainder trust. Now, stock that pays low dividends can provide you with income for life and support ERH.

**Example:** *You decide to give 100 shares of stock to ERH with a fair market value of \$5,000. Assuming you bought the stock five years ago for \$1,000 you can deduct the full value of the gift (\$5,000) from your income taxes. If you are in the 33% tax bracket, you would reduce your tax liability by \$1,650. Furthermore, the \$4,000 in gain is not taxed to you.*

*If you gave the \$5,000 in cash, we would be just as grateful on behalf of those in our care, and you would receive the same \$5,000 deduction. But, from a tax point of view, you did not avoid the capital gains tax of \$4,000 that will eventually have to be paid by you. Donating the stock would have been the most tax-efficient way to make the gift.*

## STOCK TRANSFER INSTRUCTIONS

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Please contact your broker and provide them with the following information:

Organization: Episcopal Retirement Homes, Inc  
Tax ID: 31-0554071  
PNC Bank: DTC # 2616  
Acct. Number: 21-70-001-3845386  
Acct. Name: ERH CUSTODY

Administrator: Bob Shaposka (Back-up: Petra Traini)  
Phone: (412) 762-8162 Fax:(412) 762-7034

**It is very important for tax reasons that the transfer is made directly to ERH.**

Please ask your broker to send an email to Lori Asmus at [lasmus@erhinc.com](mailto:lasmus@erhinc.com) so we are aware of an incoming transfer.

We will mail you an acknowledgement letter for the gift which serves as your tax receipt. Per IRS regulations, the amount of the gift is determined by the average of the high and low values per share on the date of transfer.

### Contact Information:

Lori Asmus  
Major Gifts Officer  
Episcopal Retirement Homes  
3870 Virginia Ave.  
Cincinnati, OH 45227  
513-271-9610 phone  
513-271-9648 fax  
[lasmus@erhinc.com](mailto:lasmus@erhinc.com)