

Amplify Your Impact Through Asset-Based Philanthropy

Many donors are discovering ways to make meaningful contributions using assets rather than annual income. This strategy allows you to achieve your philanthropic goals while maintaining financial flexibility.

Appreciated Stock

Donating appreciated stock directly to the campaign allows you to avoid capital gains tax on the increased value of the stock. You can deduct the full market value of the stock as a charitable donation, enabling you to maximize your gift without drawing on your cash reserves.

IRA Charitable Rollover (Qualified Charitable Distribution - QCD)

If you're 70½ or older, you can direct up to \$100,000 per year from your Individual Retirement Account (IRA) to the campaign through a Qualified Charitable Distribution (QCD). This option allows you to meet your Required Minimum Distribution (RMD) while also fulfilling your philanthropic pledge. The amount transferred to charity counts toward your RMD and is not included in your taxable income, making it an efficient way to give.

Required Minimum Distribution (RMD)

If you're required to take an RMD from your retirement accounts but do not need the full amount for your living expenses, consider donating a portion of your RMD to the campaign. Donating your RMD may help lower your taxable income, allowing you to fulfill your pledge while reducing your tax liability.

Donor-Advised Funds (DAFs)

If you have a donor-advised fund, you can recommend grants from your fund.

We encourage you to consult with your tax professional, legal advisor, or financial planner when considering any of these giving options. They can help you determine the best strategy to maximize your gift while ensuring it aligns with your overall financial and estate planning goals.