

Giving Securities

Would you like to support your favorite Advocate hospital, program or fund, but are unsure of the best way to do so? Do you have an investment account that includes mutual funds and stock? With the growth of the securities market over the past few years, perhaps the value of some of your securities has increased nicely over what you first paid for them.

One popular way to make a gift is by donating appreciated securities you have owned for over a year. Giving appreciated securities can be a tax savvy way to make a gift. Here's why—by giving appreciated securities to a not-for-profit organization like Advocate Charitable Foundation, you can avoid paying any capital gains tax and qualify for a charitable deduction.

When the Foundation receives a gift of securities, it promptly sells the securities, then makes the proceeds from the sale available for whatever the donor chooses to support. Because the Foundation is a qualified charity, it does not pay capital gains tax on the sale of the securities. So, if you made this kind of gift, the full value of the securities would go to support your chosen cause.

In contrast, if you sold appreciated stock or mutual funds, then gave the cash to the Foundation, you would have to pay the capital gains tax on the appreciation, which would reduce the cash value of the gift.

Making a gift of securities can be quite easy. Simply instruct your brokerage firm to transfer or “journal” shares of publicly traded securities to the Foundation's account. Upon receipt, we will sell the securities and send you a written acknowledgment for your records.

For more information:

John Holmberg, CFP®
Vice President, Gift Planning
630.929.6945
john.holmberg@advocatehealth.com

Aurora Health Care Foundation
950 N. 12th Street, Suite A511
Milwaukee, WI 53233
Phone: 877.460.8730

Tax ID number: 39-6044569

Make a Gift of Appreciated Stock

Would you like to support your favorite Aurora hospital, program or fund, but are unsure of the best way to do so? Do you have an investment account that includes mutual funds and stock? With the growth of the securities market over the past few years perhaps the value of some of your securities have increased nicely over what you first paid for them.

One popular way to make a gift is by donating appreciated securities you have owned for over a year. Giving appreciated securities can be a tax savvy way to make a gift. Here is why--- by giving appreciated securities to a not-for-profit organization like Aurora Health Care Foundation, you can avoid paying any capital gains tax, and qualify for a charitable deduction.

When the Foundation receives a gift of securities it promptly sells the securities then makes the proceeds from the sale available for whatever the donor chooses to support. Because the Foundation is a qualified charity, it does not pay capital gains tax on the sale of the securities. So, if you made this kind of gift, the full value of the securities would go to support your chosen cause.

In contrast, if you sold appreciated stock or mutual funds then gave the cash to the Foundation you would have to pay the capital gains tax on the appreciation, which would reduce the cash value of the gift,

Consider this example: Jane purchased stock for \$3,000. It is now worth \$5,000. If she donated the stock directly to Aurora, she would get credit for a \$5,000 gift. If she sold the stock prior to her donation, she would create a \$2,000 capital gain (\$5,000 sales price minus the \$3,000 purchase price). After paying the \$300 in taxes on her \$2000 gain she would have only \$4,700 left to donate.

Contact your tax advisor to discuss how a gift of appreciated stock would impact your financial situation.

Making a gift of securities can be quite easy. Simply instruct your brokerage firm to transfer or “journal” shares of publicly traded securities to the Foundation’s account. Upon receipt, we will sell the securities and send you a written acknowledgment for your records.

For more information:

John Holmberg, CFP®
Vice President, Gift Planning
630.929.6945
john.holmberg@advocatehealth.com

Office of Gift Planning
Aurora Health Care Foundation
950 N. 12th Street
Milwaukee, WI 53233

Phone: 877.460.8730

Tax ID: 39-6044569

***Note:** This information is intended to be for educational purposes and should not be considered legal, tax or accounting advice. You should consult with your professional advisors for applicability to your own situation.*



We are  AdvocateAuroraHealth

give.aurora.org