

Stock Gifting Ideas



Maximize your tax deductions! Maximize your ministry impact!

There are several ways to give to Cross Ministry; one is a gift of stock. Here is a stock gifting example:

You purchase 100 shares @ \$10 a share = \$1,000
 The Current Value @ \$25 a share = \$2,500
 Your Capital Gain of \$15 a share = \$1,500

If you SELL the stock	If you GIVE the stock to Cross Ministry
\$1,500 Capital Gain x 22% Tax Bracket (Capital Gains)* \$ 330 Taxes Due	\$2,500 Gift to Cross Ministry x 30% Tax Bracket (Income) \$ 750 Taxes Saved

*15% Federal + 7% State = 22%

You get a tax write off of \$750!
 Cross Ministry can sell the stock tax-free!
YOUR COST WAS \$250 TO GIVE CROSS
 MINISTRY \$2,500!**

** \$250 is the difference of what you initially paid for the shares (\$1,000) and the amount of taxes you saved (\$750).

Everybody wins except the IRS!

To gift stock to Cross Ministry, call or email your broker.

Instruct him/her to gift "X" shares of "X" stock to Cross Ministry
 Account title is: **Cross Ministry** Account # is **4577-4890**
 Brokerage Firm is **SAL, Inc** DTC # is **0750**
 Questions? Call Greg Hicks, CFP at 919/856-1968 or 800/487-1786 (Financial Resources Management)

Should you give stock to Cross Ministry (or any not-for-profit) be aware that though we will learn from Cross Ministry's broker that stock has been received, neither our broker nor we will know from whom the stock came unless you notify Cross Ministry personally. Stock transfers do not show us who is making the gift.

Also, when you give a gift of stock to Cross Ministry, your tax deduction is calculated at what the stock was worth the DAY the stock left your brokerage account. Thus, when Cross Ministry learns *from you* that you have given a gift of stock, we will send you a letter of appreciation, but we do not know what your stock was worth the day you had the transfer made.

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