

## A Wise Way to Give

Appreciated marketable securities provide an excellent means of benefiting the McCready Telford Foundation. Your gift of securities allows you to achieve your charitable goals and realize substantial tax benefits. Most gifts of appreciated securities that you have held **long term\*\*** are fully deductible at fair market value and do not incur tax on unrealized capital gain.

### When you donate long-term appreciated securities:

1. You incur no capital gains tax.
2. The Foundation incurs no capital gains tax when it sells the securities.
3. You may deduct the fair market value of the securities as of the date of your gift. The income tax deduction may be taken for up to 30% of your adjusted gross income, (or up to 50% if you elect to limit your deduction to your basis on your tax return)

\* For this purpose, an asset is “long-term” if held for more than one year.

## Gifts of Mutual Funds

Mutual fund shares that have appreciated in value are an excellent charitable gift. In most cases, mutual fund shares held in a brokerage account may be transferred directly to the Foundation’s brokerage account. Please notify our office of you intent to make such a gift. We will be happy to assist you.

## Multiply Your Gift

Some corporate matching gift programs will match gifts of securities made by employees, their spouses, retirees, and directors. Please check with your company’s personnel or public relations office to determine if the company will match your gift. If so, obtain the appropriate form and forward it with your gift.

## Other Questions?

Please contact us:  
McCready Telford Foundation  
Jessica Hartman, Executive Director  
300 Stocker Drive  
Richmond, Kentucky 40475 (859)  
625-1400 ext. 224  
[jhartman@standrewsplace.org](mailto:jhartman@standrewsplace.org)

# Giving Securities Of Stocks Bonds Mutual Funds To benefit

## The McCready Telford Foundation Tree of Life Society



## How to Donate

### Transferring Securities Held by a Broker or Bank

1. If you do not have physical certificates, your broker or bank can transfer the securities directly to the Foundation's Account. Use the enclosed form to send instructions to your broker.
2. Send a copy of the broker instructions to the Foundation by fax or mail.
3. When the transfer is completed, you will receive a receipt confirming the value of the gift as of the date it is received by the foundation. Save this receipt for tax purposes.

### Transferring Stocks Held in Certificate Form

1. If you have physical certificates registered in your name, you may transfer those through a representative of Hilliard Lyons. You will need the following items:
  - ❖ The stock certificate(s)
  - ❖ An Irrevocable Stock Power Form (Enclosed)
  - ❖ A cover letter with your name, address, phone number, as well as a statement identifying the intended recipient and purpose of the gift

2. Call the McCready Telford Foundation regarding your intention. (859) 625-1400 ext 224 The foundation will arrange for the Hilliard Lyons representative to make arrangements to receive the certificates.
3. Complete the Authorized Signature section for the Irrevocable Stock Power. *The signature(s) on each form must correspond exactly to the name(s) appearing on the certificate(s).*
4. The Hilliard Lyons representative will make arrangements to accept and receive the certificate(s) along with the Stock Power Form and the cover letter.
5. The McCready Telford Foundation will send you a receipt confirming the value and date of the gift.

### What if my stock certificate is more shares than I want to donate?

If you already have a brokerage account, it is most expedient to place the shares with your broker and accomplish an electronic transfer as described above.

**Individuals may be able to be more generous to organizations they support through the tax-saving advantages of donating appreciated securities. The advantages of donating securities are often greater than they could be with an after-tax gift of cash.**

### Two Precautions:

1. For appreciated securities that you have held for less than one year and one day, only your cost basis is tax-deductible.
2. It is usually more advantageous to sell stock that has decreased in value, claim the loss on your tax return, and contribute the cash proceeds.

### Timely Considerations

Consider a gift of appreciated securities whenever you prefer not to incur capital gains tax, such as in these circumstances:

*When you wish to upgrade your portfolio.*

Donate appreciated, low-dividend stock. Use your cash to buy stocks that pay higher dividends.

*When you wish to increase your cost basis in a stock you intend to hold.*

Give your low-basis securities. Use your cash to purchase more of the same stock at the current prices and thereby increase your cost basis without incurring capital gains tax.

*When you want a higher yield.*

Create a Foundation Charitable Gift Annuity or Charitable Remainder Trust with low-yield, highly appreciated securities. Your capital gain liability is either greatly reduced or eliminated, and you and/or another beneficiary receive annual income, frequently at a higher rate of return. You also get an immediate tax deduction.