

The philanthropic spirit has changed the face of neighborhoods and entire communities since before our founding fathers signed the Declaration.

Americans seem to have cultivated and nurtured a brand of generosity that leverages resources and results in an impact that is lasting.

Thanks to this heritage, a bit of careful planning makes it possible to maximize the impact of charitable intent and multiply the resources at work. This is especially true when you consider the tax benefits which can result from gifts that you make during this calendar year.

In fact, a little thought can result in increasing the value of every dollar to you and to the organizations you support.

(continued from inside panel)

For income tax purposes, the "reportable gift" is usually an amount equal to the lesser of premiums paid or the approximate cash value of the policy.

Leveraging The Spirit of Giving

If you would like more information on a charitable plan that can help you leverage your objectives, we invite you to contact one of our planning professionals. The information is offered as our gift to you without obligation and in complete confidence. We invite you to use the reply form attached to communicate your philanthropic desires today.

(This information is provided as an educational service. Personal advisors should always be consulted in the planning process.)

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A Plan to Leverage Your Charitable Gift

Tax Laws Support Your Gift

Other Ways To Leverage A Gift Today

One of the constants in our changing tax laws is the recognition of the vital role charitable organizations play in the building of strong communities.

For this reason, our tax laws continue to leverage every dollar given to a qualified charitable organization by providing a charitable income tax deduction. And while most Americans may be familiar with the terminology, it is easy to overlook the bottom-line impact of a simple gift.

In fact, when an individual or family chooses to write a check to charity, Uncle Sam actually picks up a portion of the amount given in the form of an income tax deduction. So let's see an example of just how Uncle Sam picks up a part of the gift.

Mrs. Sample wants to make a \$1,000 gift to her favorite charity this year. Therefore, she gives her favorite charity a \$1,000 check. As a result of her gift, Mrs. Sample receives a \$1,000 income tax deduction. Assuming a 30% tax bracket, Mrs. Sample may save \$300 in taxes. In other words, Uncle Sam "pays" for \$300 of the \$1,000 gift!

Giving An Appreciated Asset

If you have owned an asset like stocks or bonds (or in some cases, real estate) for more than one year and the asset has increased in value, a charitable gift can minimize taxes and leverage the full value of the asset.

By transferring the asset directly to a qualified charity, you may deduct the full fair market value of the asset at the time of the gift.

Consider this example: Mrs. Sample purchased a block of stock for \$1,000 several years ago. Today the stock is worth \$2,500. If Mrs. Sample transfers the stock directly to charity, she will bypass the capital gains tax and receive a \$2,500 tax deduction when she files her Form 1040 for this year.

A Gift Of Insurance

Many friends find that a gift of a life insurance policy is a unique way to realize charitable goals. In order to qualify as a contribution, a charity must become the owner and beneficiary of the policy. (This is easily handled by your insurance professional.)

More Information...

I have reviewed your brochure on Leveraging A Current Gift and

- I would like to speak with someone who can provide additional information.
- I would like to receive information on other charitable tax planning options.

Name _____

Street _____

City _____

State / Zip _____

Home Phone _____

Work Phone _____

E-mail _____

(Please complete and return to the address indicated on the back panel. All inquiries are treated in complete confidence.)

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