

# **Multiply your impact with the power of non-cash Asset giving.**

Many people believe that giving more to charity requires cutting into their personal lifestyle expenses. While sacrificial giving is a wonderful, God-honoring act of faith, another way to multiply your impact is through Non-Cash Asset Giving. Donating non-cash assets such as stocks, real estate, or business interests before the sale can reduce taxes and send more to the Kingdom than you ever dreamed possible.

## **The Benefits of Giving Non-cash Assets Wisely**

- **Less to Taxes** - By donating non-cash assets first - rather than selling them first, paying taxes, and giving the net proceeds - you typically receive a tax deduction for the total fair market value of your gift and avoid capital gains taxes.
- **More to Ministry** - The capital gains taxes you save from giving the asset directly to charity mean more goes to support the work of God's Kingdom.
- **Personal Savings** - Because you receive the full tax deduction for the asset's fair market value, you'll see significant savings on your personal tax returns. This means more money stays in your pocket for lifestyle expenses or individual giving.

## **Stock Donation Instructions**

### **Quick Summary**

1. Get the charity's stock instructions
2. Complete your brokerage's transfer form
3. Notify the charity of the gift
4. Transfer occurs
5. Charity sells stock
6. You get a receipt for tax purposes

## **Get Amazon Outreach's Information**

- Brokerage firm name - Merrill Lynch
  - DTC number - #8862
  - Account Number - #540-03215
  - Account Name - Amazon Outreach, Inc.
  - Mailing Address - Amazon Outreach, PO Box 260006, Plano, TX 75026
  - Merrill Lynch contacts - Michael J. Smith (214-750-2020) and Monica Lunsford (214-750-2021)
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## **Contact your brokerage firm**

- Find out what form they require to transfer the stock
- Depending on the brokerage, you will do one of these:
  1. Complete a Stock Transfer / DTC Transfer Request
  2. Submit a secure online transfer request
  3. Call to request a transfer (some allow this)
- You will need:
  1. Your account number
  2. The ticker symbol (e.g., AAPL)
  3. The number of shares you want to donate
  4. The receiving brokerage info you got from the charity

## **Fill out the transfer paperwork**

On the form or online system, you will enter:

- Charity name
- Receiving firm (e.g., Fidelity, Schwab)
- DTC number
- Receiving account number
- Number of shares to send
- Exact stock symbol

Sign it and submit it according to your brokerage's instructions.

## **Notify the Charity**

Transfers arrive with no donor name attached, so the charity will not know it's from you unless you tell them.

Send them:

- Your name and contact information
- The stock ticker and the number of shares
- The name of your brokerage
- The date you initiated the transfer

This ensures:

- You get a proper tax receipt
- Your gift is credited correctly

## **The stock is transferred**

This usually takes:

- 1-5 business days for most DTC transfers
- Longer if the stock is held in a retirement account or special format

## **The charity sells the stock**

Charities typically sell immediately upon receipt

You do not owe capital gains tax on appreciated stock you donate

## **Receive your tax acknowledgement**

The charity will send you a receipt showing:

- The date they received the stock
- The name of the stock
- The number of shares

Important:

The IRS says you determine the fair market value (FMV) based on the average of the high and low trading price on the date the charity received it.

## **Keep records for your tax return**

When filing taxes, you'll need:

- The charity's acknowledgment letter

- Your brokerage transfer confirmation
- The calculated FMV on the date of the gift
- IRS Form 8283 (for gifts over \$500; over \$5,000 may require appraisal rules)

If you would like to talk further about asset giving, please get in touch with Chad Pratt, Assistant Director,  
479-619-9438 or [chad@amazonoutreach.org](mailto:chad@amazonoutreach.org).

*\*Please consult your tax advisor to confirm. Although Amazon Outreach does not advise tax, we would happily help you with the process.*