

Types of Giving - FAQs

Marketable Securities: transfer ownership of stocks, bonds or mutual fund shares

Marketable Securities are a great way to maximize your giving, because you receive an immediate income tax deduction for the full fair market value of your securities. In addition, you pay no capital gains tax on the difference between your cost and the fair market value.

Other Non-Cash Gifts: donate items like cars, boats, and jewelry

Did you know that over 90% of the world's wealth is held in assets, not cash? That means that most of your giving capacity is tied up in your "stuff," not your checkbook. We've teamed with iDonate.com and Servant Christian Community Foundation, so we can now accept pretty much any non-cash gift you want to give. Whether it's a car, a boat, or jewelry, our partners will turn it into cash and give it back to LifeChurch.tv as cash. Donors will be sent an acknowledgement letter; including a description of the donated item and date it was received.

Life Insurance: name LifeChurch.tv as a beneficiary of your policy

A current life insurance policy can be transferred to LifeChurch.tv, for which you receive an immediate income tax deduction for the cash surrender value. LifeChurch.tv will elect one of two options: cash in the policy for immediate ministry needs, or keep it and utilize the death benefit later.

Planned Gifts: giving retirement assets, bequests, trusts, etc. as part of your overall personal finance strategy

If you have planned in advance to give a gift as part of your overall personal financial strategy, we recommend that you discuss your decision with your tax and/or financial advisor.

There are several types of gifts that may fall under this category, many of which are very simple to make and do not require any formal communication to us. These include:

- **Life Insurance:** you can simply name LifeChurch.tv as a beneficiary.
- **Retirement Assets:** you can name LifeChurch.tv as a beneficiary of your IRA, 401(k) or other qualified retirement plan. Any amounts left in your plan will transfer to LifeChurch.tv free of income and estate tax.
- **Bequests:** you can name LifeChurch.tv in your will as a beneficiary, and your estate will receive an income tax deduction for the value of your bequest. A bequest written in a will can be made for either a percentage or an amount.

Other types of planned giving include gifts that may be more long-term in nature. For example:

- **Charity Gift Annuity** – cash or marketable securities are transferred to a charitable organization in exchange for a current income tax deduction and the organization's promise to make fixed annual payments to you for life.
- **Charity Lead Trust** – cash or marketable securities are transferred to a trust, which makes fixed payments to the charitable organization over a specified period of time, then transfers the remaining assets to your heirs.

If you are interested in any of these ways to give, please contact us at giving@lifechurch.tv.