

# Who says

*It has to be cash?*

## Give New Life To Insurance

If you have a life insurance policy that is no longer central to your financial planning, consider gifting it to our fund appeal.

### **Paid up policy?** *Name your options.*

With a policy that is completely paid up, you can transfer ownership to the church. Or, you can simply name the church as a beneficiary for a policy that remains in your name. Contact your insurance agent for change forms.

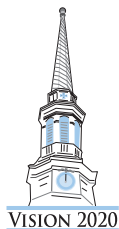
### **Partially paid policy?** *As good as cash.*

Your policy doesn't need to be paid up to benefit our church. Once you have transferred ownership to the church, you can claim an immediate tax deduction equal to the cash surrender value of the policy or the cost basis of the policy. Consult your tax advisor.

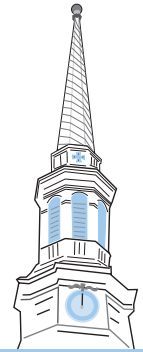
## Gifts of Retirement Assets

It is easy to make a gift from your retirement assets including IRAs, 401K/403Bs, Keogh and other retirement plans, possibly reducing income and estate tax liability. Simply obtain a change of beneficiary form and indicate the amount or percentage of your assets that you wish to give to the church.

Consult your tax advisor about gifts and changes you may wish to make.



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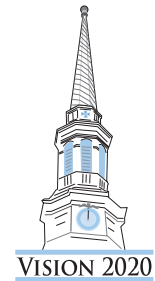
VISION 2020

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***Give more than you thought possible.***

*This is the benefit of including assets as a part of your giving! The monetary value of the gift typically exceeds what you might give as cash outright. In fact, cash doesn't even enter into the picture. In most cases, asset-based giving is as simple as assigning ownership to the church. Of course, there are many variations on this theme. Here are just a few to get you thinking.*



## *Sometimes giving begins in your own backyard.*

*It is a little known fact that many kinds of property can be given to further our fund appeal.*

The possibilities are limited only by imagination, circumstances and the church's gift acceptance policy. Since donations of property are based upon worth, not cost, you may be in a position to give something of far greater value than what it cost initially to acquire. You can also expect to take a tax deduction for the fair market value of the property at the time it is given. An appraisal from a qualified source may be required for any deductions of \$5,000 or more.

### **Real Estate?**

*This option covers a lot of ground. Literally!*

Basically, if it has a deed, you can make it a gift as long as the church is able to accept and manage the gift of property. We ask that you contact the Board of Trustees to discuss potential gifts of property. The possibilities include personal residence, vacation homes, undeveloped land, commercial and rental properties. A gift of real property should be readily marketable.

### **Personal Property? Absolutely!**

It could be something you inherited ... a collection or a piece of fine art. It could be a vehicle you no longer need. Or antique or artisan furniture. The candidates are many. And the cause is a great one!

## **Other Bright Ideas for Creative Giving**

Among the financial resources God has entrusted to you there may be some wonderful opportunities for giving that haven't even crossed your mind.

As you consider your blessings, please include your assets among them. The aim of this flyer is to shed some light on how you can do just that.

### **Take Stock of Your Situation**

Gifts of appreciated stock and other securities have the potential to contribute significant dollars to our fund appeal by assigning ownership to the church. Among the options for sharing your assets with our church, this one couldn't be easier.

Benefits extend to you as well. When you sell stock outright, Capital Gains and Income Taxes are never far behind. However, by giving the stock instead, your gross income remains unaffected. Capital Gains Tax is a non-issue. And you have a charitable deduction to claim as well. Appreciated assets must be owned for at least 12 months and it's always a good idea to consult your tax and financial advisor for the most current tax advantages.

| Compare & Rejoice!         | Gift of Stock   | Gift of Cash   |
|----------------------------|-----------------|----------------|
| Value of the Gift          | \$21,000        | \$21,000       |
| Charitable Tax Deduction   | \$21,000        | \$21,000       |
| Original Cost of the Stock | \$5,000         |                |
| Capital Gains              | \$16,000        |                |
| Capital Gains Tax Avoided  | \$3,200         | \$7,350        |
| Tax Savings                | \$7,350         |                |
| <b>Total Tax Savings</b>   | <b>\$10,550</b> | <b>\$7,350</b> |

Stock that has depreciated since you purchased it is also a viable gift. However, unlike appreciated stock, it is better to sell the shares and then donate the proceeds. This allows you to declare a capital loss in addition to claiming a deduction.