



YOUR GIFT OF STOCKS

Your donations of listed securities help provide assistance to people affected by an emergency, right from the very beginning: thanks to you, the Red Cross and its volunteers respond three times a day to a house fire or flood, helping thousands of people every year.

Do you hold securities that have increased in value in recent years? Did you know that when you donate them directly to the Red Cross, you don't have to pay capital gains tax and you're able to give the full value of your securities?

Say that you purchased \$1,000 in common shares from Company ABC. If the shares increased in value and are now worth \$5,000, you have made a \$4,000 capital gain.

If you sell the shares and donate the cash proceeds, you will be required to pay capital gains tax. As a result, you will receive an official donation receipt for a smaller amount. (See reverse for the detailed calculations.)

If you donate your shares directly to the Red Cross, we receive a higher donation and you receive an official receipt showing a larger contribution. This means a considerable tax benefit for you and a larger donation for the Red Cross!

**Fill out the securities transfer form
and make your donation!**

YOUR BENEFITS

- ✓ No capital gains tax on the donated securities
- ✓ Tax receipt at the fair market value of the securities at the time of the transfer
- ✓ Your impact with the Red Cross will be greater

ELIGIBLE SECURITIES

- > Publicly traded shares
- > Bonds
- > Mutual fund units

Questions? Please contact:

Casey Forth, Coordinator, Planned Giving
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Thank you for your gift of humanity!
redcross.ca

HERE ARE SOME APPROXIMATE NUMBERS AS AN EXAMPLE

	Sell your securities and donate the after-tax proceeds	Donate your securities through the Red Cross
Purchase price of the securities	\$1,000	\$1,000
Current market value	\$5,000	\$5,000
Capital gain	\$4,000	\$4,000
Capital gains tax	\$920	\$0
After-tax donation amount	\$4,080*	\$5,000
Your charitable giving tax credit	\$1,876.80	\$2,300

* Assuming a marginal tax rate of 46%. To calculate the capital gains tax, apply this rate to 50% of the capital gain.

NOTE : These numbers are general figures for illustration purposes only. They do not constitute legal or financial advice. We strongly encourage that you consult legal, financial, or estate planning professionals before deciding to make a gift of securities.

BY DONATING SECURITIES DIRECTLY,
YOU CAN ENJOY TAX SAVINGS AND PROVIDE
GREATER SUPPORT TO THE RED CROSS.

