



GIFTS OF SECURITIES

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A gift of appreciated stocks, bonds, or mutual funds that have been held more than one year is a popular alternative to contributing cash. Through a gift of securities, you may avoid capital gains taxes on the appreciation and receive an income tax charitable deduction. Some high-income taxpayers may also avoid the surtax on net investment income.

WHY SHOULD I CONSIDER A GIFT OF SECURITIES?

If your securities have appreciated in value, you have the opportunity to avoid capital gains tax that would be applied to the appreciation when the securities are sold. You may also earn an income tax charitable deduction for the full market value of the securities. With the tax savings, the “cost” of your gift to Moravian University may be much less than the actual value of the gift made—and preferable to a gift of cash. In a sense, the IRS pays for a portion of your gift!

HOW CAN I MAKE A GIFT OF SECURITIES TO MORAVIAN UNIVERSITY?

If the securities are held in “street name” or electronically in your brokerage account, contact the Department of Development & Alumni Engagement for securities instructions that can be presented to your account representative. Make sure you notify us of the intended designation for use of the gift and type of securities. Caution: If your account representative sells the securities before transferring them, you may end up paying capital gains tax that you expected to avoid. Give clear instructions to transfer, not sell, the securities.

If you hold the securities as certificates, contact our office for a “stock power” form. Sign the stock power but do not enter other information or dates; our staff will enter that information based on the date we receive the documents. Mail the certificates in separate envelopes to our office.

LET US HELP YOU PLAN.

The Department of Development & Alumni Engagement is available to answer any questions and provide you with a confidential, no-obligation illustration to show how a gift of securities would benefit you and your specific situation. As with any charitable gift agreement, we encourage you to consult with your financial adviser as well.

Call us today toll-free at 800-429-9437, inquire via email at plannedgiving@moravian.edu, or visit our planned giving website at moravian.edu/giving/how-to.

GIFT PLANNING TIP:

Other than cash, securities (e.g., stock shares, mutual fund shares, bonds) are the most popular asset for funding charitable gifts to Moravian University.

Publicly traded securities are usually very marketable, have a clear value, and are easily transferred. Tax laws heavily favor gifts of assets that have increased in value.