

HOW TO GIVE SECURITIES TO UNITED WAY

If you decide to make a gift through stock this year, you can make the transfer in one of two manners:

TRANSFER TO UNITED WAY ACCOUNT

- Please contact the United Way of North Central Massachusetts at 978-345-1577 or susan@uwncm.org to obtain a “Confirmation of Security Transfer” form.
- If you have an account at a brokerage firm, simply contact LPL Financial at 1-858-450-9606 with the amount of stock you wish to transfer.
- Please reference United Way of North Central Massachusetts’ DTC # 0075 and our account # 2908-4816.
- Once the stock is transferred to United Way’s account, we will confirm your gift by letter.

SEND SHARES DIRECTLY TO UNITED WAY

- To send shares directly to United Way of North Central Massachusetts (UWNCM), please fill out a stock power form, giving UWNCM the authority to sell the stock for you, and mail the stock power document to UWNCM.
- Send the actual stock certificate(s) that you wish to donate in a separate envelope to UWNCM. If you prefer, you may bring the stock certificate(s) into the UWNCM office and sign them over to UWNCM and the finance department will forward them along to our broker.
- Once UWNCM has processed your stock transfer, we will confirm your gift by letter.

Leave a lasting legacy...remember the United Way of North Central Massachusetts in your will or estate plan.

Advancing the COMMON GOOD

United Way advances the common good by creating opportunities for a better life for all.

Our focus is on education, income and health—the building blocks for a good quality of life.

United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done.

We invite you to be a part of the change. You can give, you can advocate and you can volunteer.

That’s what it means to **LIVE UNITED.**

**United Way
of North Central
Massachusetts**

649 John Fitch Hwy
Fitchburg, MA 01420
t 978.345.1577
Informational & Referral: 211

uwncm.org



United Way
of North Central
Massachusetts

Benefits
of giving
securities
& other financial instruments

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

UNITED WAY OF NORTH CENTRAL MASSACHUSETTS GIVING OPTIONS

There are a number of financial vehicles to consider when giving. The best one for you will depend on your personal and financial situation. We encourage you to consult with your financial planner and/or attorney. These gifts offer the potential for income tax deductions and some many reduce the size of your estate and therefore reduce estate taxes. In addition, some employers match employee gifts that can lower your cost.

OUTRIGHT GIFT OF CASH OR APPRECIATED STOCK

You contribute cash or transfer stock to United Way. You receive an income tax deduction and, for the stock, you avoid the capital gains tax. This allows the donor to reduce the cost of their gift.

DESIGNATING UNITED WAY BENEFICIARY OF A RETIREMENT ACCOUNT

You would work with your retirement account administrator to designate United Way as the sole (or one of several) beneficiaries of a retirement account. You would receive an income tax deduction. Further, the entire value of the retirement account would benefit the community through United Way. If the retirement account passed to heirs, it would be taxable to them.

DESIGNATING UNITED WAY IN YOUR WILL (MAKING A BEQUEST)

This is the gift that most people make. You can designate a specific amount, a percentage or set up a contingency arrangement. You can modify an existing will to include United Way by adding a codicil or amendment.

MAKING UNITED WAY THE BENEFICIARY OF A LIFE INSURANCE POLICY, EITHER AN EXISTING POLICY OR A NEW POLICY

You would designate United Way as the beneficiary of the life insurance policy. You can modify an existing policy or take out a new policy. If a new policy, you should work with United Way so that United Way is the owner of the policy so that all premiums you make are tax deductible. Life insurance is a particularly good option for donors in their 40s and 50s since premiums are lower.

CREATING A “SPLIT GIFT” SUCH AS A CHARITABLE REMAINDER TRUST AND CHARITABLE LEAD TRUST

These are more complex gifts that can provide income to you and also benefit United Way.



BENEFITS OF GIVING SECURITIES

Federal tax law permits taxpayers who itemize to deduct the current market value of contributed stock from their adjusted gross income.

For example, Sally and Jim purchased stock more than 18 months ago for \$400 and it is now worth \$2,000.

By giving this stock away, they may qualify for a \$2,000 deduction.

REDUCE THE COST OF YOUR GIFT

In the case of Sally and Jim, assuming their stock experienced a \$1,600 gain (\$2,000 - \$400 (original cost) = \$1,600 gain), they would need to pay a \$240 capital gain tax (\$1,600 x 15% = \$240) were the stock sold.

By giving the stock to United Way, their gift would eliminate the need to pay the capital gains tax and receive the income tax deduction, assuming they are in the 28% tax bracket.

	Gift of Cash	Gift of Securities
Value of Gift	\$2,000	\$2,000
Income Tax Savings	(\$560)	(\$560)
Capital Gains Tax Savings	\$0	\$240
“Cost” of Gift	\$1,440	\$1,200

This example is provided for illustrative purposes only. Please consult your personal tax advisor regarding the tax implications of your gift and share your estate planning decisions with family and appropriate loved ones.