

Gifts of Publicly Traded Securities and Mutual Funds

A few years ago, the federal government eliminated the capital gains tax on donations of publicly traded securities and mutual funds. If you own stocks or mutual funds that have grown in value, you will face a tax bill when you sell them. By donating them *directly* to the Alzheimer Society, you can *eliminate your tax bill* and make a significant gift at the same time. This giving option is attractive if you have appreciated investments and wish to make a donation from savings rather than cash flow.

Benefits to you

Simple and convenient – Shares are easy to transfer. Your broker transfers the shares from your account directly to the Alzheimer Society's brokerage account.

Tax advantages – By donating your appreciated stock shares or mutual funds directly to the Alzheimer Society, you will receive two kinds of tax savings: a tax credit in the form of a charitable tax receipt and the elimination of the capital gains owed on the sale of the shares.

Another tax advantage – Gifts of Publicly Traded Securities and Mutual Funds can also be given through your Will. This is an excellent way to reduce capital gains taxes upon death.

Recognition – Your gift can be honoured during your lifetime.

You can make a difference – Each one of us is unique and legacy gifts are made for personal reasons. By including the Alzheimer Society in your estate plans, you are joining with us to save the world from dementia.

How?

The donation must be made "in-kind" to qualify for the capital gains tax exemption, meaning the shares must be transferred directly into the Alzheimer Society's brokerage account. A donation receipt is issued for the fair market value of the shares on the date of transfer. Your gift will not qualify for the capital gains tax elimination if your shares are sold and the cash then gifted to a charity.

Even Super Heroes need help

We recommend that you seek professional advice to ensure your financial goals are considered, your tax situation is reviewed, and your charitable gift is tailored to your family circumstances. To learn more please contact Leslie Rand, Fund Development Manager at 519-680-2404 or by email at lrاند@alzheimerlondon.ca.

Be our *Super Hero* – Do your Will and Powers of Attorney Today!

Gifts of publicly traded securities and mutual funds: Guidelines for transferring assets

Brokerage Accounts

The easiest and safest method of transfer exists if your shares are in a brokerage account. Tell your broker to transfer the shares directly from your brokerage account into the Alzheimer Society's brokerage account.

Share Certificates

If you own share certificates, you may donate an endorsed certificate with your signature guaranteed by the bank or your broker, or an unendorsed certificate and a signed stock or bond power of attorney with the signature guaranteed. Certificates may be delivered by courier to the Alzheimer Society if due precaution is observed, meaning the unendorsed certificates and the stock or bond power of attorney are delivered separately.

Re-registering the share certificates in the name of the Alzheimer Society is **not** recommended, as it can take more than two weeks during which the value of the shares can change significantly.

Transferring Mutual Funds

To transfer mutual fund shares, the donor must send a letter of instruction to the fund company (i.e. AGF or Mackenzie Financial, etc.) You, the donor, must sign documents provided by the fund company. A letter of instruction states:

"I request that (name of mutual fund) immediately transfer (number) shares from my account # _____ into the name of the Alzheimer Society. Do not sell or redeem this donation from my account. After the Alzheimer Society receives confirmation that the shares are in its account, it may authorize the sale of the shares to use to further its mission."

The Alzheimer Society is pleased to provide you with a Securities Donation Intent Form* to complete the transaction. Please contact our office to have this form sent and explained to you.

****The Alzheimer Society's Securities Donation Intent Form should accompany your letter of instruction to your financial institution.***

Be our *Super Hero* – Do your Will and Powers of Attorney Today!