

# Gifts of Securities



Gifts of securities are the most tax-effective way to make a donation, while helping friends and neighbours in need.

Through the donation of shares to United Way, you are able to limit the tax paid on capital gains, and receive a charitable tax receipt for the market value of your publicly traded shares.

	Sell securities and donate the after-tax proceeds	Donate securities through United Way KFL&A
Market value of security	\$10,000	\$10,000
Cost base	\$5,000	\$5,000
Capital gain	\$5,000	\$5,000
Taxable capital gain (50%)	\$2,500	\$0
Tax due on gain at Marginal Rate (Eg: 43%)*	\$1,075	\$0
Tax receipt for gift	\$10,000	\$10,000
Total Tax Credit*	\$3,976	\$3,976
<b>Net tax savings</b>	<b>\$2,901</b>	<b>\$3,976</b>

- \*Example uses Ontario federal and provincial combined tax rate
- Minimum donation \$1,200, enrolls you in Leaders of the Way level
- Marginal tax rates vary according to income level.

**Local Love** in action 



**United Way**  
Kingston, Frontenac,  
Lennox and Addington



## Giving a gift of securities is easy:

1. You or your broker will complete the Share Transfer Form located on our website at [www.unitedwaykfla.ca/ways-to-give/](http://www.unitedwaykfla.ca/ways-to-give/)
2. Send the form to United Way's brokerage firm, which is listed on the Share Transfer Form.
3. Authorize your broker to transfer the securities to United Way's broker account. Your shares will be sold immediately by United Way.
4. A tax receipt and acknowledgment letter will be issued for the market value on the date of transfer. A United Way representative may also call you to verify information.

Please speak with your financial advisors about the tax benefits of donating shares. For more information about Gift of Securities contact [finance@unitedwaykfla.ca](mailto:finance@unitedwaykfla.ca)

“ For years we have made our gift to the United Way by donating shares of publicly traded companies because it is so tax efficient. By donating shares held in a non-registered account, not only do you get a charitable tax receipt for the full market value of the securities, but you also avoid paying the capital gains tax that you would incur if you were to sell the shares. Please discuss this option with your advisor. ”

- Peter and Anne Case

United Way of Kingston, Frontenac,  
Lennox and Addington

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[www.unitedwaykfla.ca](http://www.unitedwaykfla.ca)



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