

# Stock Donation Guide

A simple, tax-smart way to give generously to your favorite nonprofits.



## Donating stock is one of the most effective ways to support a nonprofit.

By giving long-term appreciated stock instead of cash, you can avoid capital gains taxes and deduct the full fair market value to maximize your impact while saving money.

If you're donating to a nonprofit through Infinite Giving, see page 2 for detailed instructions on the stock donation process.

<b>Maximize Your Tax Benefits</b>	<ul style="list-style-type: none"><li>• <b>No capital gains tax:</b> Avoid taxes on appreciated stock by donating directly.<ul style="list-style-type: none"><li>◦ You bought stock in 2010 worth \$1,000 which is now worth \$10,000.</li><li>◦ If you donate shares to a nonprofit, you won't pay taxes on the \$9K capital gain.</li></ul></li><li>• <b>Full deduction:</b> Deduct 100% of the stock's fair market value if held for over a year.</li><li>• <b>Offset losses:</b> Even depreciated stocks can be donated for tax benefits.</li></ul>
<b>Give More, Easily</b>	<ul style="list-style-type: none"><li>• <b>Amplify impact:</b> Tax savings let you give more than cash.</li><li>• <b>0% fees:</b> Infinite Giving takes no fees so 100% goes to your mission.</li></ul>
<b>Quick, Simple, Secure</b>	<ul style="list-style-type: none"><li>• <b>Quick:</b> Donate in less than a minute.</li><li>• <b>Simple:</b> Easy process—just follow steps.</li><li>• <b>Secure:</b> Infinite Giving processes the stock gift so nonprofits can focus on their mission.</li></ul>

Continue to the next page for instructions on how to donate stock

# How to Donate Stock



Here's how the stock gifting process works for nonprofits using Infinite Giving.

## 1) Intention to Give

Fill out a short form indicating your intention to donate stock. The nonprofit you want to donate to should have a campaign page link with the "Donate Stock" option.

**Need help?** Contact Heather Carroll at [hcarroll@mywit.org](mailto:hcarroll@mywit.org).

## 2) Transfer Instructions

We will email you the stock transfer instructions.

## 3) Broker Facilitation

Forward the instructions to your broker or advisor, who will facilitate the stock transfer.

## 4) Confirmation and Receipt

The nonprofit receives the donation and a gift receipt and acknowledgment will be sent promptly

**For further instruction**, please watch this [1-minute video](#) for an overview on how to donate stock to your favorite nonprofit using Infinite Giving.

## READY TO GIVE?

Donating stock is fast, efficient, and deeply impactful. Please reach out to Heather Carroll at [hcarroll@mywit.org](mailto:hcarroll@mywit.org) if you have any questions.

**We're here to help you make the most of your generosity.**