



DOING WELL WHILE DOING GOOD

The Power of Non-Cash Giving

Did you know that you can maximize the tax benefit of your gifts to support The Bridge Center by donating appreciated stocks, mutual funds and other securities?

By transferring ownership of a non-cash asset to The Bridge Center rather than selling it outright, you are able to:

- Receive the full, fair market value for your tax receipt **REGARDLESS OF HOW MUCH MONEY YOU ACTUALLY PAID FOR THE STOCK**. This is especially important in Bull markets like we have had this year.
- Capital Gains tax liability occurs when the asset is sold, so by transferring stock or securities directly to the Bridge Center the sale never occurred under the donor's taxpayer ID, resulting in zero tax liability for the transaction.

The Bridge Center has a charity brokerage account with **Fidelity Investments (DTC # 0266)** to enable our supporters to receive increased tax benefits for their non-cash gifts, no matter how great or small.

For further information, please contact **Jan Elliott**, Director of Mission Advancement, by calling: (508) 697-7557 Ext. 23 or jelliott@thebridgectr.org.