

Give what you have to somebody; it may be better than you think.
-Henry Wadsworth Longfellow

We know that there are many members and friends of the church who would like to have a very significant part in this campaign, but in some cases they may not be able to give the cash gift they would like.

What Are Asset Gifts?

Instead of donating cash to the Campaign, you might find it beneficial to make your commitment in the form of assets such as stocks, mutual funds or appreciated property, as well as other assets.

Transferring ownership of an asset, rather than selling the asset and giving the cash, is a non-cash gift or asset gift.

What Kind of Assets Should I Give?

Appreciated investment property held more than one year, such as stock, mutual fund shares, bonds, life insurance, real estate, collectibles and other such property have tremendous tax advantages.

Personal property such as automobiles, art work, jewelry and other items may also be given. There may be no capital gains tax benefits, but the financial and spiritual benefits can be tremendous.

Why Give Asset Gifts?

Giving the asset to the church eliminates potential capital gains taxes and can increase the after tax proceeds. The church sells the asset gift and puts the proceeds towards the campaign and your personal commitment – everyone wins.

The IRS tax code is very generous towards this form of giving.

How Does the Tax Benefit Work for Both Me and the Church?

Itemized Deduction: The individual or business is allowed to include 100% of the market value of most such assets as charitable contributions for tax purposes if the asset has been held more than one year.

Capital Gains: The transfer of property does not generate a capital gains tax.

The church, as a tax exempt entity, will realize the full market value, less transaction costs, at the time of sale without paying capital gains taxes.

What if I Sell First, Then Give the Cash?

You may be subject to capital gains taxes thereby reducing the after tax proceeds from the sale.

You may also incur expenses such as commissions and closing cost that will diminish the value.

How Do I Give Asset Gifts?

There are a number of options available. You will be pleased to know that we have access to some expert assistance in these areas, so please contact Ginette McKiddy at 972-403-1010 x 123 or by email at gmckiddy@parkwayhills.org.

There are many other strategies that can help maximize your contribution to Opening Doors. They include:

Diverted Funds Gifts: Freeing up funds that are currently going to other areas of spending allows a person to increase giving to God's work. Diverting funds from entertainment, dining out, dues, subscriptions, gifts, allowances, utilities or transportation, offers lifestyle adjustments which impact one's giving.

Delayed Expenditures: The delaying of a purchase may allow a person to significantly increase their giving. The acquisition of major items such as automobiles, clothing or trips, when postponed, allows substantial giving opportunities.

Income-Producing Assets: Interest income, payments from rental properties or monies from other incoming producing assets provide a source for increased giving.

Sale of Assets: Sale of major assets, such as a house, car, land, or business can provide available income for giving.

Income Raises/Bonuses: Dedicating one's forthcoming raises and bonuses in a creative method people have used to increase giving.

Freedom From Debt: As a person looks ahead into the next two years, he or she may discover that debt obligations will be fulfilled. This frees up revenue for additional giving.

Unique Skills Income: Some people have marketable hobbies or skills, which enable them to give from those new profits.

Charitable Giving Resources: Reviewing all of one's charitable donations in light of their impact on the Kingdom of God affords a resource of significant giving.

Savings and Annuities: Savings for special projects, retirement or a "rainy day" may offer a resource for increased giving.

Corporate Gifts: Those who have used their business as a source for giving have made significant donations.

Additional Work Income: Taking a second job or part-time job or coming out of retirement are successful strategies people have used to increase giving.

As you pray and seek God's face, we believe that He will prompt and lead you to ways that you could adjust some things in life to free up resources for this campaign ...