

GIFTS OF STOCK

to United Way of the Greater Lehigh Valley

Why Give Stock?

United Way of the Greater Lehigh Valley (UWGLV) welcomes gifts of stock as payment of campaign pledges. Donors gifting stock or appreciated securities to United Way benefit from the opportunity to take a current income tax deduction – bypassing the capital gains tax – for the current full fair market value of the asset, regardless of the cost basis, provided they have owned it for at least a year and a day. These gifts provide immediate support for priority programs supported by United Way. Gifts of stock are accepted year-round, according to the timing the donor determines to be most advantageous.

Transferring Stock

If you wish to electronically transfer stock or mutual funds from your house account, write a letter to your broker (with a copy to United Way) authorizing the transfer of [# shares of XYZ Company or Fund] to:

**United Way of the Greater Lehigh Valley's account
#4104-4238 at BB&T (DTC # 0702).**

This letter is critically important as it is needed to identify the stock tendered as the payment on a gift.

Valuation for Tax Purposes

Following the standards of major philanthropic institutions, United Way determines the value of a gift based on the value of the stock on the date it is gifted, using the average of the high and low prices the stock traded on that day. The gift date is the date that the properly executed securities are either postmarked (if mailed), received at the United Way offices (if hand delivered), or are wired into a United Way account. To determine the value of the gift for tax purposes, United Way must have either a stock certificate or confirmation from a broker that a transfer has been completed.

For more information, please call UWGLV at 610.807.5732 or contact your tax advisor or broker.

Thank you for your support. With your partnership, we can create a stronger, more vibrant and greater Lehigh Valley.