

Giving Appreciated Stock

Reduce Your Taxes While Achieving Kingdom Impact

If you have appreciated stock or other securities you've owned for at least a year, you can receive a double tax benefit by donating the stock to Man in the Mirror. Not only will you receive a tax deduction for the fair market value of the stock, but you'll also avoid paying capital gains tax. For many people, this makes giving appreciated stock a more cost-effective option than giving cash.

Benefits of Giving Stock

- + Achieve greater Kingdom impact without reducing cash flow.
- + Receive an income tax deduction for the fair market value.
- + Avoid capital gains tax.

Gift of Appreciated Stock vs. Gift of Stock Sale Proceeds

Example: Tom purchased shares of an up-and-coming business for \$10,000. After five years, it is now worth \$40,000—a growth of \$30,000.

Sell and Give Proceeds to Man in the Mirror

Stock Sale Proceeds	\$40,000
*Capital Gains Tax	\$ 6,000
**Tax Savings	<u>-\$8,800</u>

Total Cost to Give: \$37,200

**15% federal and 5% state capital gains tax*

***22% income tax rate*

Give Stock to Man in the Mirror

Current Value	\$40,000
Capital Gains Tax	\$ 0
**Tax Savings	<u>-\$8,800</u>

Total Cost to Give: \$31,200

***When gifting stock make sure to complete a Gifting Securities Form to ensure your shares are appropriately sent from your account to Man in the Mirror.**



Giving to Man in the Mirror in Your Will

Transform Future Generations

By making a gift to Man in the Mirror in your will, you model to your loved ones a steadfast commitment to financial stewardship, charitable giving, and building God's Kingdom. You also help to ensure that Man in the Mirror continues to see men and their loved ones transformed through discipleship, impacting generations to come—for eternity.

Gifts of Life Insurance, Retirement Language for Your Will Assets, or Other Financial Accounts

Simply contact your life insurance provider, retirement plan administrator, and/or bank or financial institution and file the appropriate beneficiary designation form(s) or payable on death (POD) form(s).*

Man in the Mirror, Inc.

1375 State Road 436, Casselberry, FL 32707
Tax ID Number: 59-3178628

**Laws and designation options vary by state*

Language for Your Will

"I give to Man in the Mirror, a nonprofit ministry with its principal offices located at 1375 State Road 436, Casselberry, FL 32707 [the sum of \$ ____] OR [____% of the residue of my estate], to be used [for its general purposes] OR [(Designated Purpose). If, in its opinion, the need for funds for the designated purpose no longer exists, Man in the Mirror is authorized to use these funds for a similar purpose.]."

We'd Love to Say, "Thank You!"

We are honored to partner together in this mission. By letting us know about your planned gifts, you can help us plan ahead so we may steward our resources well to meet the ministry's needs. You also give us the opportunity to show our gratitude now for the difference you will make long after your lifetime.

