

# Creative Giving

An overlooked opportunity to give to the ministry in God's kingdom is the gift of stock. Over the past fifty years the number of individuals in America owning stock has skyrocketed. They became stockowners through stock bonus plans at work, through a bequest in a will, or through an outright purchase. We encourage you to consider this creative giving opportunity. A surprising number of our Church members give stock each year as part of their generosity to The Church of the Cross.

Stock giving has attractive tax features that cash gifts do not have. All charitable gifts entitle the donor to a tax deduction based on the extent of the gift's value, but stock gifts have an additional tax benefit.

For instance, if you give stock that has appreciated in value since it was acquired, you avoid a capital gains tax on the gain. On the other hand, if your stock value is less than when it was acquired, you can sell the stock and take a loss on your tax return, and then give the cash proceeds to the Church. When considering a stock gift to The Church of the Cross, you should notify Regine Johnson in the Church office for information on how to proceed. Your broker or financial advisor will comply with your instructions. For tax considerations on a stock gift, consult your accountant or tax consultant.

Favorable tax considerations can sweeten a stock gift, but are not the driving force behind giving to the Lord. Christian generosity is motivated by gratitude to God for the gift of His Son, our Lord and Savior, Jesus Christ. Our gifts say "Thanks be to God."

Burt Harding

