CREATIVE
financial group

Charitable Gift Planning

For many successful individuals, charitable giving is a way of giving something back in one or more areas of concern. And when charitable giving is done as part of your overall estate planning, there can be tax benefits for both you and your heirs.

There are many reasons why individuals give money and property to charity. Some of the most common reasons are:

Philanthropy – Some people want to share their wealth with the less fortunate by "Giving Back" to the communities and institutions that helped them along the way.

Social Responsibility – Some people believe that charities serve a valuable social benefit, and making gifts to those charities is a way to fulfill the obligations they feel to help society in general.

Memorials – Other donors make contributions to memorialize someone they respect or admire, either during life or after their death.

Family Tradition – Many parents consider charitable giving as an essential aspect of their family's ideals and values, so they make charitable giving an important family tradition for their children to emulate.

Publicity – Some donors like the publicity associated with making large charitable gifts, or they simply want to be remembered in some fashion as a legacy for their families.

Financial Benefits – Some charitable strategies help donors convert fixed assets (that may produce little or no income) into liquid assets (that may generate income for life) all on a tax advantaged basis. This may be a motivating factor for those who seek to benefit themselves, their spouses or others with extra income before their selected charities actually receive the charitable gift.

Potential Tax Savings – The income tax and estate tax benefits that come with making charitable gifts can be a prime motivator for high net worth individuals.

If you're looking for a way to help your favorite charity grow, **now is the time to consider one of the many types of gifts you can make, including:**

- Gifts of appreciated property
- Gifts of personal property
- Gifts of cash
- Gifts to Charitable Remainder Trusts, which provide income to you and the remainder to the charity
- Gifts of life insurance
- A combination of the above

Each gift bears its own unique advantages, which may include:

- Income tax deductions
- Estate tax deductions
- Lifetime income
- Avoidance of capital gains tax

As with any gift, there are disadvantages that should not be overlooked:

- Gifts are irrevocable
- Insurance used here may limit its availability in other situations
- Donor no longer controls assets

These are just a few reasons why giving to a charity makes sense. Your financial services professional would be pleased to review your options and help provide a recommendation.