



Your Securities Referral Partner

Donating Securities to Charity

Commentary from Tony Minichiello of the Special Services Department of National Bank Financial.

Gifting securities such as stocks, bonds and mutual funds is a popular giving technique among charitable individuals. Charitable contributions of securities can be a simple way to help a favourite charity or cause, **provide significant tax benefit** and allow clients to rebalance their portfolios, all while being more cost effective than simply donating cash.

When a person donates securities, they will receive a charitable donation receipt for the fair market value of the securities, just as if their gift had been a cash donation. (The value will be based on the closing value of the security on the day that the stock is donated). **The tax benefits include deducting the amount of the charitable donation AND escaping the unrealized gains on the donated stock. These rules create a “double play” of tax benefits: a charitable deduction AND avoiding tax on the unrealized capital gains of the donated property.**

If you have clients who are interested in making a charitable donation of securities to the Canadian Cancer Society, BC & Yukon Division, they can now have the donation facilitated with ease through our Department, and **as the referring advisor you would receive referral fees* based on these transactions.**

To initiate a donation to the Canadian Cancer Society, BC & Yukon Division, you and / or your client can call us at 800.665.6669. We will note that the client has been referred by you, complete the paper work and facilitate the donation. The Canadian Cancer Society, BC & Yukon Division will provide the donation receipt. It's that simple.

For more information, please call us at 800.665.6669 or 604.643.2774

**as with all referral fees, minimum commissions apply*

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