

# Amplify Your Impact

## Giving Appreciated Stock



**Do you own stock that has increased in value? Have you owned this stock for more than a year?**

If you answered “yes” to both questions, we have good news for you!

**You can amplify your impact** by donating appreciated stock to PBS KVIE. Many station supporters find that giving stock actually helps them do more than what’s possible when giving cash. By joining these thoughtful investors, you too can yield high returns for early childhood education, the arts, and culture all across our beautiful region.

### **Tax Savings**

There’s more! You can enjoy a **double tax benefit** when you donate appreciated stock. You may claim a generous **tax deduction** for what the stock is worth today as opposed to what it cost you many years ago. You will also avoid paying **capital gains tax** on the transfer of the stock. This would not be the case should you decide to first sell the stock and then donate the proceeds.

### **How to Give**

Giving stock to the station is simple. By working with your broker, you can donate stock electronically or by registered mail. It’s also possible to name the station as a beneficiary of your stock account(s) – a popular option for our supporters who desire more flexibility.

No matter if you decide to give now or later, a gift of appreciated stock can help you amplify your impact and create meaningful change close to home.

### **We’re Here to Help**

If you and your broker need more information about donating stock, bonds, mutual funds, and other investments, please contact Colleen Schulman at 916-641-3595 or [cschulman@kvie.org](mailto:cschulman@kvie.org).

