

Gift of Publicly-traded Securities

A gift of publicly-traded securities is an attractive option for many donors. When you wish to transfer a gift of shares, bonds or mutual funds listed on a public stock exchange to the Canadian Wildlife Federation, you will not pay tax on any capital gain. Because you also qualify for a charitable tax receipt based on the asset's fair market value, the net cost of a charitable gift of securities may be less than a gift of an equivalent amount of cash after selling the securities yourself.

The process of gifting securities is simple. At your direction, your broker will electronically transfer your securities to CWF's broker. CWF's broker then sells the stock immediately after receiving the transfer. Based on the fair market value of the stock on the day it was received, CWF will issue a charitable tax receipt for 100 per cent of the funds. CWF then directs the funds to the areas of greatest need or to the program or project of your choice. You will satisfy a profound Canadian need to conserve vulnerable wildlife and habitat.

You may also wish to consider donating listed securities in your Will instead of making a cash gift. Because capital gains will not be taxed in this case, your estate may realize considerable tax credits that may increase the benefits to all beneficiaries.

Benefits to You

- **Simple** – a Gift of securities in a Will is easy to arrange. Simply instruct your broker to transfer your securities to the Canadian Wildlife Federation.
- **Flexible** – CWF will benefit from your gift of securities now or in the future through a Legacy Gift direction in your Will.
- **Tax benefits** – You or your estate avoids capital gains on any gift of publicly-traded securities.
- **Tax planning** – You or your estate will receive a tax receipt for the full fair market value of your gift of securities.
- **Cost-effective** – You are able to make a gift without depleting your current bank account.
- **Peace of mind** – You can make changes to your Will at any time.

For Example

Mary Cavanaugh wishes to make a gift of shares worth \$50,000 to support CWF in providing assistance to threatened wildlife species. The original purchase price of the shares was \$20,000. Here is what will happen:

Assume that Mary is taxed at a rate of 46 per cent of the combined federal and provincial charitable tax rate (varies by province and territory). See the difference in taxes paid if she sells the shares and donates the proceeds versus donating the shares directly to CWF.

	Sells Shares, Donates Proceeds	Donates Shares to CWF
1. Value of the shares	\$50,000	\$50,000
2. Original purchase price	\$20,000	\$20,000
3. Capital gain	\$30,000	\$30,000
4. Taxable gain (line 3 x 50%)	\$15,000	\$0
5. Donation tax credit (calculated at 46%)	\$23,000	\$23,000
6. Tax on capital gain (line 4 x 46%)	<u>\$6,900</u>	<u>\$0</u>
7. Net tax savings (line 5 minus line 6)	\$16,100	\$23,000
8. Donation receipt	\$50,000	\$50,000

The easiest way to have the greatest impact in meeting CWF's future needs is to make an unrestricted gift. It will be used for the most pressing need at the time to protect at-risk and vulnerable wildlife and its habitat. However, if you wish to designate your gift for a specific use, we are happy to discuss that option with you.

Canadian Wildlife Circle

Completing a Legacy Giving Commitment Form is a definitive act that will inform us that you have created a Legacy Gift in your Will and offer you an opportunity to join the Canadian Wildlife Circle. The Canadian Wildlife Circle honours CWF donors who have made the decisive act to conserve Canadian wildlife, its habitat and the societal benefits of a healthy environment far into the future. Members of the Canadian Wildlife Circle receive a lifetime subscription to one of our wildlife magazines and are recognized annually in our publications.

Professional Advice

CWF strongly recommends that you seek professional financial and legal advice to ensure that your family and financial goals are considered, your tax credit goals are reviewed, and your Legacy Gift is tailored to your circumstances. CWF also recommends that you consult your lawyer or estate planner regarding the specific wording of any future gift.



For further information, please contact:

Chris Smith, Manager, Legacy Giving and Major Donor Administrator

350 Michael Cowpland Drive

Kanata, ON K2M 2W1

1.877.599.5777, ext 232

chriss@cwf-fcf.org

CanadianWildlifeFederation.ca/legacy-giving

Charitable Registration No. 10686 8755 RR0001

You can also download a [Gift of Securities Transfer Form](#) from our website.