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Asset-Based Giving Creates More Giving Power for Donors

GAINESVILLE, Ga. (Jan. 2015) – Most people have their wealth tied up in assets such as stocks, real estate and business interests.

While only a fraction of their wealth is in cash that is the reserve from which their charitable giving most often comes.

Asset-based giving is a way to give more to charity and receive tax benefits in the process by giving from your wealth rather than writing checks

“Everyone has charities they want to help, and most would love to do even more than they already have,” North Georgia Community Foundation President Jim Mathis said. “Many people are supporting philanthropies though cash donations and that cash flow can be unpredictable. The way to solve this problem is through asset-based giving.”

The way it works is you donate all or part of the asset to at the North Georgia Community Foundation and the asset is sold at the appropriate time. The proceeds go into your donor fund where you recommend grants to your favorite charities.

The benefits for the donor include:

- Receive an income tax deduction for the fair market value of the assets.
- Reduce or eliminate capital gains taxes.
- More funds available to support charities.

The North Georgia Community Foundation staff can provide guidance in the area of asset-based giving. For more information, please contact Callie Flack at 770-533-7395 or cflack@ngcf.org.

Founded in 1985 by Lou Fockele and other business leaders, the North Georgia Community Foundation is dedicated to enhancing the spirit and quality of life in the Northeast Georgia community by building, managing and awarding charitable grants from a pool of community funds valued in excess of \$43 million. To date, more than \$50 million in grants have been awarded. The organization also promotes training and networking among the region's nearly 300 non-profits. For more information on the foundation, please visit the website www.ngcf.org or call 770-535-7880.

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