Did you know that an average donor holds most of their wealth in appreciated noncash assets? Yet cash still makes up the majority of American charitable donations.¹

T. Rowe Price Charitable makes it easy to convert appreciated public assets, such as stocks and mutual funds, into support for your favorite charities. To help expand your options for giving, T. Rowe Price Charitable is partnering with Charitable Solutions, LLC, to accept donations of appreciated private and nonpublicly traded assets as well. So, whether you hold real estate or business interests, cryptocurrency or collectibles, artwork or intellectual property, we can help you convert your privately held assets and amplify your giving power.

**Look Beyond Cash to Optimize Charitable Giving.**

For most high-net-worth individuals, cash or cash equivalents represent only about 27% of their wealth, while nearly 55% is held in equities, real estate, and alternative investments.²

This suggests that, for many high-net-worth donors, appreciated noncash assets could play a more significant role in their charitable giving strategy. Unfortunately, many donors are not aware of the potential benefits of donating noncash investments.


Noncash Contributions: Doing Good for Both Donors and Charities.

Donors should consider noncash assets prime candidates for donation because they are often highly appreciated—meaning, if they were sold, there would most likely be significant capital gain. That’s why contributing these assets presents an appealing proposition for donors and charities alike:

- Minimize or potentially eliminate capital gains taxes
- Are eligible for an immediate tax deduction for the fair market value[^3] of the asset
- Gain added liquidity by holding the cash they might have otherwise donated

How to Maximize Noncash Charitable Giving.

How you choose to donate your appreciated noncash assets can make a significant difference in your potential tax dedication and the impact you’re able to make. Consider the example below:

<table>
<thead>
<tr>
<th>Property Value</th>
<th>SELLING REAL ESTATE AND DONATING THE PROCEEDS</th>
<th>DONATING REAL ESTATE IN-KIND THROUGH A DONOR-ADVISED FUND</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 million</td>
<td>$1 million</td>
<td>$1 million</td>
</tr>
<tr>
<td>Federal Capital Gains Taxes</td>
<td>$200,000</td>
<td>$0</td>
</tr>
<tr>
<td>Closing Costs and Brokerage Fees</td>
<td>$75,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>Donation Received by Charity</td>
<td>$725,000</td>
<td>$925,000</td>
</tr>
<tr>
<td>Potential Tax Deduction for Donor</td>
<td>$725,000</td>
<td>$1 million</td>
</tr>
</tbody>
</table>

Special Considerations for Donating Noncash Assets:

- Donations valued at over $5,000 require a “qualified appraisal,” as defined by the IRS.
- Deductions for noncash donations are limited to 30% of adjusted gross income in the year of contribution.
- Assets that have debt can still be donated but may result in tax complications. This includes debt inside a pass-through business entity and mortgages on real estate.

Grow your giving power with T. Rowe Price Charitable.

Appreciated noncash assets offer opportunity and benefits for both donors and charities. Consider exploring how noncash assets might play a role in your charitable giving strategy. Contact T. Rowe Price Charitable to get started.

[^3]: Per IRS rules, fair market value is determined by a qualified appraiser for nonpublicly traded assets.

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