



Giving Stock to SSTAR

Why Give Stock?

For many donors, giving appreciated stock to SSTAR may be preferable to giving cash. Federal tax-law offers special incentives for gifts of stock, particularly if the stock has appreciated in value.

- You avoid capital gains tax. Any gain is taxable if you sell the stock yourself, but not if you give it to SSTAR.
- Your charitable deduction is based on the full fair market value of the stock for federal income tax purposes on the date the gift is made.
- You receive credit from SSTAR for the full fair market value of the stock, but the cost to you is only your original purchase price.

There are two methods of giving stock to SSTAR:

If the stock is held in a Brokerage Account

1. Have your broker transfer the stock to an account in the name of SSTAR. The account should include SSTAR's address, telephone number and tax identification number. Your broker must contact SSTAR to complete the details necessary to set up the account. The stock is then transferred to the new account according to the donor's instructions and sold by the broker on behalf of SSTAR.
 - i. SSTAR, 386 Stanley Street, Fall River, MA 02720
 - ii. 508-324-3500
2. As an alternative to creating a separate account, you may wish to transfer the stock directly to SSTAR's campaign account. SSTAR has an account set up with BayCoast Bank Financial Services through Pershing LLC. The needed information is:
 - Broker #0443
 - For account of: Bank of New York, Pershing LLC,
 - Beneficiary Acct. # 890-051238-5
 - Ultimate Beneficiary Account: SSTAR Campaign Account. # 6FK047935
3. Do not direct the broker to sell or hold the stock after the transfer has occurred. Stock sold by a donor for SSTAR is treated as a cash gift, and the donor is liable for incurred capital gains tax.

If you hold stock certificates

1. Mail the unendorsed certificates to: Kathy Edwards, SSTAR, 386 Stanley Street, Fall River, MA 02720
2. Include a transmittal letter clearly stating your gift intentions. For example: "*The enclosed certificates represent my contribution to the Capital Campaign.*"
3. In a separate envelope, mail a signed, blank stock power form, with your signature guaranteed by a commercial bank or brokerage firm, by ordinary first class mail to the above address. Stock power forms may be obtained from a bank, a brokerage house, or directly from SSTAR. Include a copy of your transmittal letter.

The Value of a Stock gift

The value of a publicly traded stock is always the average of the high and low share prices on the date of the gift. Price quotes are generally taken from the *Wall Street Journal*. The date for valuing the gift depends on the method of transfer.

- If you mail the stock certificate and stock power forms separately as described, the date of the gift is determined by the later postmark on the two envelopes.
- If your broker transfers the stock to SSTAR's account, the date of the gift is defined as the date on which the stock enters SSTAR's account.
- If you deliver the stock certificate in person to SSTAR, the date of the gift is the date of the delivery.
- If the stock is not traded on a public exchange, an appraisal may be required to determine its value.

For more information: contact Kathy Edwards, Exec. Coordinator or Gary Schuyler, Campaign Dir. at 508-324-3500