

GIFT OF CASH AND APPRECIATED STOCK - Difference in Cost

	Cash Gift Outright	Give Appreciated Securities
Gift (charitable deduction)	20,000	20,000
Savings from charitable deduction (tax rate = 35%)	7,000	7,000
Cost after income tax	13,000	13,000
Capital gains tax saved (paid)	0	2,700
Final net cost of gift	13,000	10,300
Cost to you as a donor per dollar received by charity (e / a)	\$0.65	\$0.52