



# CHARITABLE GIVING FUND

*A DONOR'S GUIDE*



# Helping You Philanthropy Further

Giving to a worthy cause can be enormously gratifying. Your charitable contributions could have a significant and positive impact for years to come, and potentially become an enduring legacy.

## Increase Your Impact

But many times, we make our charitable decisions in a year-end rush to capture tax-deductions, rather than taking a planned, long-term approach to charitable giving that can allow our contributions to grow into a more substantial amount over time, increasing the overall impact of our gifts.

The decision to give is easy, but knowing the best way to give may not be. If you're looking for a way to make your giving more effective while maximizing the tax benefits of your philanthropic activities, you've found it—Money Concepts Charitable Giving Fund.

Money Concepts Charitable Giving Fund is a donor-advised fund in conjunction with Renaissance Charitable Foundation, Inc. (RCF), an independent public charity dedicated to helping individuals effectively reach their philanthropic goals while maximizing the impact of their gifts.

**"I wanted to incorporate charitable giving into my overall financial plan. A donor-advised fund provided me with a simple, cost-efficient way to coordinate my family's charitable gifting, as well as maintain flexibility and control over which organizations will ultimately receive our gifts and support. Plus, with no pressure to make distributions from the Charitable Giving Fund, our contributions have the potential to grow over time."**



Contributions to the Money Concepts Charitable Giving Program are irrevocable gifts made to the Renaissance Charitable Foundation, Inc. (RCF), a public charity, which maintains exclusive legal control over the Money Concepts Charitable Giving Fund. Individuals considering a contribution to the Program should consult their legal and tax advisors regarding deductions, based on their personal considerations.

# Money Concepts

## Charitable Giving Fund

A donor-advised fund is a charitable giving vehicle that allows individuals, partnerships or corporations to make an irrevocable contribution of appreciated assets to a public foundation, segregate and invest those funds in a personally named account, and recommend grants from that account to qualified charitable organizations at the time - and in the amounts - you choose.

Donor-advised funds are administered through a public foundation that tracks your individual balances, provides tax reporting for your contributions, invests them according to your allocation selection, and makes grants to charitable organizations upon your recommendation.

### Take the Complication Out of Giving

As a donor to the fund, you'll receive an immediate federal income tax deduction for the market value of your contribution. Anytime after your account is funded and the asset is liquidated, you can begin recommending grants to charitable organizations of your choice.

You'll also recommend the investment strategy for your charitable contributions. The total amount of money in your charitable giving account has the

ability to grow tax-free, ultimately increasing the size of the charitable grants you can make—maximizing your giving.

It's that simple...make the donation, take the tax deduction and recommend grants whenever you choose. There's no year-end pressure to select a charity and make a donation. What's more, you don't face many of the administrative responsibilities that other forms of charitable giving involve, such as annual IRS filings and taxes. Not only are donor-advised funds simple to implement - there are NO establishment fees.

# Consider the Benefits of Giving

Few charitable giving options provide the versatility and tax efficiency of a donor-advised fund. Money Concepts Charitable Giving Fund provides many significant benefits. As a donor, you can:

## Maximize your giving power

Your contributions to the fund are invested under the professional management of Pershing Investments, providing them with the ability to compound tax-free over time—enhancing your ability to make grants in the future.

## Enjoy an immediate tax deduction

Your contributions to the fund are fully tax deductible in the year they're made.

## Donate appreciated assets tax free

When you contribute appreciated assets to the fund, you can deduct their full fair market value from your taxes—and avoid capital gains liability. This might include securities, improved or unimproved real estate, art or collectibles.

## Separate tax planning and charitable decisions

You can realize immediate tax advantages now and make grants to charity later. Money Concepts Charitable Giving Fund eliminates the pressure of having to select and donate to a charity by year-end.

## Simplify Recordkeeping

Money Concepts Charitable Giving Fund provides consolidated reporting and record keeping. You receive quarterly account statements from the program, and gift receipts and IRS-ready tax information from Renaissance Charitable Foundation, Inc.

## Give anonymously

You may also choose to make charitable grants anonymously, keeping your name and personal information confidential.

## Create a legacy of giving

You're able to name account advisors who have the ability to recommend grants from your account, and select successors who can also recommend grants to continue your charitable legacy beyond your lifetime.

# Make the Most of Tax Deductions

Money Concepts Charitable Giving Fund offers many tax advantages. In addition to receiving an immediate tax deduction, you have the flexibility to designate grants whenever it best suits you, an opportunity to lower your current taxes, and the convenience of being able to more easily track and plan your charitable activities for future tax years.

Your contribution to the fund is an irrevocable charitable donation, fully deductible on the date it's received by the foundation. The extent of your deduction depends on the type of asset being contributed, as well as your particular tax situation. Please consult your legal or tax advisor for more information.

## Cash contributions

Cash contributions are eligible for a federal income tax deduction of up to 50% of your adjusted gross income (AGI) in the tax year in which the contribution is made. If your contribution exceeds this limit, you may carry the deduction forward up to five years.

## Publicly traded securities

For publicly traded securities held for more than one year, the amount of the deduction is the mean value of the high and low prices of the security on the date of the contribution.

You may generally deduct up to 30% of your AGI for contributions of appreciated securities held

more than one year. For securities held for one year or less, the deduction is based on either your cost basis or fair market value, whichever is lower. If your contribution exceeds the 30% AGI limit, you can carry the deduction forward up to five years

## Donate a single block of securities — and support multiple charities over time

One of the most important features of the Giving Account is the ability to make a large contribution of just one stock and use the proceeds to give to as many charities as you wish.

## Account income

Any income or gains within your donor-advised fund account resulting from investment growth is exempt from taxes, but is not deductible.

## Capital gains

One of the most rewarding benefits of donor-advised funds is the ability to contribute appreciated assets without incurring capital gains tax liability.

# Advantages of Donating Appreciated Assets

Money Concepts Charitable Giving Fund provides a more efficient way to contribute appreciated assets to charity. When you contribute them to your account, you can deduct their fair market value without incurring any capital gains liability—so you can give more, at less cost to you.

## Consider this example

Phillip Smith invested \$10,000 in an initial public offering (IPO) several years ago. Today the shares are worth \$100,000. Phillip would like to use the shares to establish a scholarship program at his alma mater to give less fortunate students the chance to earn an education. He has two options: Phillip can sell all his stock and donate the cash proceeds to the university or he can contribute the securities to a Money Concepts Charitable Giving Fund account.

If he sells the stock, his contribution would be reduced by \$18,000 (assuming a tax rate of 20%)

because his long-term capital gain is \$90,000. In losing \$18,000 to capital gains tax, Phillip's total available funds for gifting would be \$82,000, not \$100,000.

On the other hand, if Phillip were to contribute the securities to Money Concepts Charitable Giving Fund, the gains on his appreciated stock would not be subject to capital gains tax—so he would have the full \$100,000 available for gifting. Phillip's contribution would also have the potential to grow tax-free, making it possible for him to potentially give more over time.

The tax and giving advantages of donating appreciated assets are illustrated in table, below. The example assumes a contribution of \$100,000 in long-term, appreciated property, with a cost basis of \$10,000 (does not include liquidation costs).

	Sell asset and donate the cash proceeds to charity	Donate the asset directly to Money Concepts Charitable Giving Fund
Current value of asset	\$100,000	\$100,000
Capital gains tax paid by donor (20% of \$90,000)	\$18,000	\$0
Amount received by charity	\$82,000	\$100,000 Charity receives an additional \$18,000
Income tax savings to donor (36% bracket)	\$29,520	\$36,000
"Cost" of donation to donor	\$70,480	\$64,000 You save \$5,520

# Compare Charitable Giving Options

The chart below provides a comparison of some of the more popular charitable giving options currently available. It's easy to distinguish the relative ease, as well as benefits, of a donor-advised fund<sup>1</sup>.

	Donor-Advised Fund	Direct Donation to Charity	Private Foundation
<b>Description</b>	Public charity that provides individual account tracking and investment flexibility. The fund makes grants to charitable organizations upon recommendations of donors	Cash or property donated directly to a public charity	Private, non-profit grant-making organization formed as a trust or corporation that receives most of its funding from one source, usually a family or an individual.
<b>Tax Implications</b>	<ul style="list-style-type: none"> <li>Income tax deduction for amount of cash donation up to 50% of AGI, and up to 30% for other non-cash assets</li> <li>No capital gains tax for contributions of long-term appreciated assets</li> <li>Charitable estate tax deduction for full market value of donation upon donor's death</li> </ul>	<ul style="list-style-type: none"> <li>Income tax deduction for amount of cash donation up to 50% of AGI and up to 30% for donated assets</li> <li>No capital gains tax for contributions of long-term appreciated assets</li> <li>Charitable estate tax deduction for full market value of donation upon donor's death</li> </ul>	<ul style="list-style-type: none"> <li>Income tax deduction for amount of cash donation limited to 30% of AGI and 20% for donated assets</li> <li>Deduction limited to cost basis when giving assets that are not publicly-traded</li> <li>No capital gains tax on contributions of appreciated securities</li> <li>Subject to 2% federal excise tax on annual investment income</li> </ul>
<b>Advantages</b>	<ul style="list-style-type: none"> <li>Contributions fully tax deductible in current year</li> <li>Potential for contributed assets to grow over time</li> <li>Flexible, convenient giving</li> <li>No start-up costs, low fees and expenses</li> <li>Can donate anonymously</li> <li>Ability to establish legacy by naming successors</li> </ul>	<ul style="list-style-type: none"> <li>Contributions fully tax deductible in current year</li> <li>Immediate benefit to charity</li> <li>No associated costs</li> </ul>	<ul style="list-style-type: none"> <li>Full control over charitable distributions</li> </ul>
<b>Disadvantages</b>	<ul style="list-style-type: none"> <li>Sponsoring charity has final authority on grant recommendations</li> <li>Tax deduction subject to AGI</li> </ul>	<ul style="list-style-type: none"> <li>Some charities cannot accept non-cash donations</li> <li>One-time gift vs. establishing a legacy</li> <li>Donations must be made by year-end to receive tax benefit</li> <li>Tax deduction subject to AGI</li> </ul>	<ul style="list-style-type: none"> <li>Must distribute 5% of assets annually</li> <li>Subject to annual excise tax</li> <li>Cannot give anonymously</li> <li>Full liability for IRS filing and compliance</li> <li>Set-up and maintenance expenses may be substantial</li> </ul>

1. This chart summarizes tax implications related to donations to charities, private foundations and donor-advised funds, and should not be considered a complete analysis. Please consult your legal and tax advisors for more information about charitable giving and determining which charitable giving option is best suited for you.

# I Establish Your Legacy

Here's how the Money Concepts Charitable Giving Fund works.

## Opening an Account

Opening a Money Concepts Charitable Giving Fund account is easy. Just complete a Donor Contribution Agreement and return it to your financial advisor. Below are some guidelines to assist you:

### Designate account donor(s)

In addition to yourself, you can name additional donors who are joint contributors to the account.

### Name your account

Choose a name for your charitable giving account. For example, you may want to name it after your family or have it reflect the charitable goals of the account (for example, "The Smith Family Fund" or "The Smith Scholarship Fund.")

### Name account advisors

You can name one or more individuals as advisors to your account, who will also be able to recommend grants during your lifetime. Many individuals get their children involved in charitable gifting through their donor-advised funds.

### Designate account successors or charitable beneficiaries

You may name one or more successors or beneficiaries to your account. A successor gains full responsibility for decisions relating to the

account upon the death of all the original donors, and has the authority to make contributions, recommend grants and name advisors and future successors. If you prefer, you can name a charity as the account beneficiary to inherit either all of the remaining assets in the account or 5% annually, upon the death of all original donors.

### Select a charitable area of interest

To honor your charitable intent and in the event successors are unavailable or unable to make decisions, you'll need to indicate a charitable organization or area of interest that you'd like your grants to support. You could include a specific charitable organization, a university, a particular field of research (such as cancer or heart disease) or an area of interest (such as environmental protection or support for the arts).

In the event that your account ceases to make grant recommendations for three consecutive years, RCF will make reasonable attempts to contact you or your designated successors. If RCF cannot contact either, its trustees will direct grants from the account, and will endeavor to support your charitable area of interest.



# I Establish Your Legacy (continued)

## Funding the Account

The minimum initial contribution necessary to establish a Money Concepts Charitable Giving Fund account is \$5,000. This irrevocable gift of cash, securities, or other appreciated assets will be made to Renaissance Charitable Foundation, Inc. (RCF). Multiple assets and securities can be contributed to equal the minimum. Subsequent contributions must equal \$1,000 or more<sup>2</sup>. You can fund your account in a number of ways:

### Cash

Cash can be wired, transferred from an existing Pershing account or mailed to RCF. All checks must be payable to Renaissance Charitable Foundation Inc.

### Publicly traded stocks, bonds and mutual funds

Publicly traded stocks, bonds and mutual funds can be transferred from an existing Money Concepts account or an account at another financial institution.

### Restricted, closely held or non-publicly traded securities

If the contribution involves restricted stock or other non-publicly traded securities, please contact your financial advisor or call Money Concepts at (561) 472-2000, for assistance.

### Appreciated Real Estate

If the contribution involves improved or unimproved real estate, please contact your financial advisor or call Money Concepts at (561) 472-2000, for assistance in determining its eligibility.

### Art or Other Collectibles

If the contribution involves Art or Other Collectibles, please contact your financial advisor or call Money Concepts at (561) 472-2000, for assistance in determining eligibility

### Deferred contributions

Your account can be named as the beneficiary of—and receive distributions from—a charitable bequest, charitable remainder trust, charitable lead trust, qualified retirement plan or private foundation. Renaissance Charitable Foundation Inc. should be named for deferred contributions in care of the donor's account in Money Concepts Charitable Giving Fund.

### RCF will review and approve all contributions.

Once your contribution has been accepted, you will receive a confirmation and a tax receipt for your records. For contributions of appreciated, publicly traded securities, RCF's receipt will be a good faith estimate of the fair market value on the date the contribution is made. If for any reason a contribution is not accepted, it will be returned to the account of origin.

2. In its sole discretion, RCF will determine the timing and execution of a sales strategy for any contributed asset and reserves the right to sell at any time. Generally, RCF liquidates contributed assets only after identifying a contribution with its Donor. Some assets may take multiple trading days to liquidate. At RCF's sole discretion, it may engage a third party broker or a trading desk to determine and execute a selling strategy. Market fluctuations and costs to liquidate an asset may cause the net liquidation proceeds of a contributed asset to be worth more or less than the value of the contribution to the DAF.

# I Build for Tomorrow

## Opening an Account

Each time you make a contribution to your Money Concepts Charitable Giving Fund account, you can select the investment strategy for that contribution, providing the potential to grow your contributed assets and an opportunity to increase the amount you have available for charitable grants in the future.

Money Concepts provides professional investment management for Money Concepts Charitable Giving Fund. You can recommend that contributions be invested in one of four predefined investment strategies or you may create your own investment strategy—all comprising Money Concepts mutual fund options.

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# I Build for Tomorrow (continued)

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## **Personal Investment Strategy: Fund listings**

Choose from the following funds to create your own investment strategy. The total allocation of your contributions among the funds must equal 100%.

CUSTOMIZE FOR MONEY CONCEPTS PROGRAM:  
Individual Funds OR Advisor Managed SMA May be included

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If you don't select an investment strategy, your contribution will automatically be invested in the Growth and Income strategy. Renaissance Charitable Foundation has the sole responsibility and authority for investment the fund's assets, and may adjust the composition of its investment strategies from time to time.

Please remember, there is no assurance that any strategy (or underlying mutual fund) will achieve its objective. Share prices and investment returns will fluctuate with changes in the market.

# I Make a Difference

## Recommending Grants

Once your account is funded, you can begin making grants to charitable organizations. You and your designated account advisors can recommend grants from your Money Concepts Charitable Giving Fund account to qualified charitable organizations at any time. Each grant must equal a minimum of \$100, and the number of grants you may recommend each year is unlimited.

### Step 1: Grant request

For your convenience, you can complete and submit a Grant Recommendation form to RCF online using your DonorFirst account. Be sure to include the grant amount, date of the grant and the name and address of the organization you wish to support.

If you need assistance researching a charitable organization that meets your philanthropic needs, you can search over 1,800,000 IRS-approved charitable organizations online at [moneyconcepts.donorfirst.com](http://moneyconcepts.donorfirst.com).

### Step 2: Grant review

Upon receipt of your grant recommendation, RCF will review and verify that the charitable organization is eligible to receive the grant. RCF Trustees meet weekly to review and approve grants.

### Step 3: Grant distribution

Once your grant has been approved, a check accompanied by a grant letter will be sent directly to the charity. You may choose to have the letter acknowledge you, the account name or a special acknowledgement (for example, in memory of a person, group or event) or the grant may be made anonymously. Typically, the charitable organization will receive your grant within two weeks.



# I Approved Charities

Grants can be made to qualified charities and non-profit organizations that have been approved by the Internal Revenue Service (IRS) as able to receive tax-deductible contributions.

## Qualified Charities and Non-profits:

### Public nonprofits

Grants can be made to charitable organizations that are tax exempt under IRS Code Section 501(c)(3) and are public charities under IRS Code Section 509(a). Grants can be made to private operating foundations, but cannot be made to private non-operating foundations or to certain section 509(a)(3) supporting organizations.

### Religious and educational

Most established religious organizations and educational institutions are not listed as 501(c)(3) nonprofits but are nevertheless tax-exempt charitable organizations. RCF will facilitate making grants to such organizations.

### Foreign charitable organizations

RCF can make grants to foreign charities. If applicable, fees may be charged to the account for any additional due diligence and processing costs.

## Restrictions

RCF cannot approve grants to individuals, to private non-operating foundations or to political candidates or parties. RCF also cannot approve grants to satisfy a pre-existing pledge or for any private benefit, such as tuition, dues, membership fees, benefit tickets or goods purchased at a charitable auction.

### ***Need help researching a charity?***

*You can use the non-profit search engine, GuideStar, available within your personal fund dashboard, to research and locate any charitable or 501(c)(3) organization in the United States. The search result includes the mission of the charity or nonprofit and the information required to recommend a grant to the organization.*

# Enjoy Instant Account Access

Whether you're looking for comprehensive account information, want to research charitable organizations or make a grant, you can do it all online—securely and conveniently. Money Concepts Charitable Giving Fund offers a number of online features and service.

## Online Features & Services

### Public nonprofits

Accessing your secure account

Your account is protected through a secure, password system that only you and your designated advisor(s) have access to. You'll be able to view your account balance and activity, detailed account history and the status of all contributions to your account and grants recommended from it. In addition to online access, you'll receive quarterly statements by mail, summarizing all activity in your account.

### Opening and updating accounts

You can fill out a Donor Contribution Agreement online, with the assistance of your financial advisor, and provide information on donors, account advisors and successors.

### Making contributions

Through your financial advisor, you can initiate contributions of securities or cash to your account online.

### Researching Charities

You can use the non-profit search engine, GuideStar, to research and locate any charitable or 501(c)(3) organization in the United States. The search result includes the mission of the charity or nonprofit and the information required to recommend a grant to the organization.

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Please remember that while you and your financial advisor can open an account online, your financial advisor **must also fax a copy of the Donor Contribution Agreement** to RCF.

Now. Future.



Money Concepts International HQ

(561) 472-2000

11440 North Jog Road

Palm Beach Gardens, FL 33418

**CHARITABLE GIVING FUND** | *A DONOR'S GUIDE*

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