

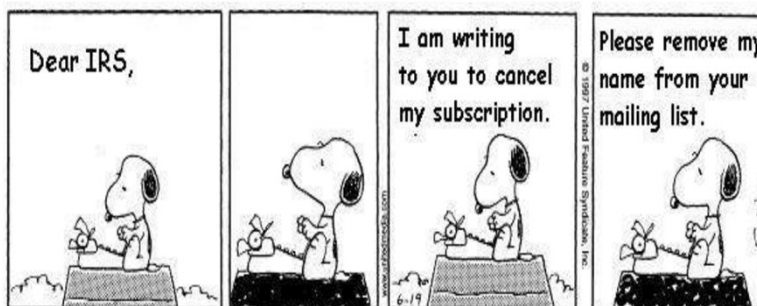


## Tax Wise Giving for Pennsylvania Residents

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## Snoopy and the IRS




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## Quotes for the day






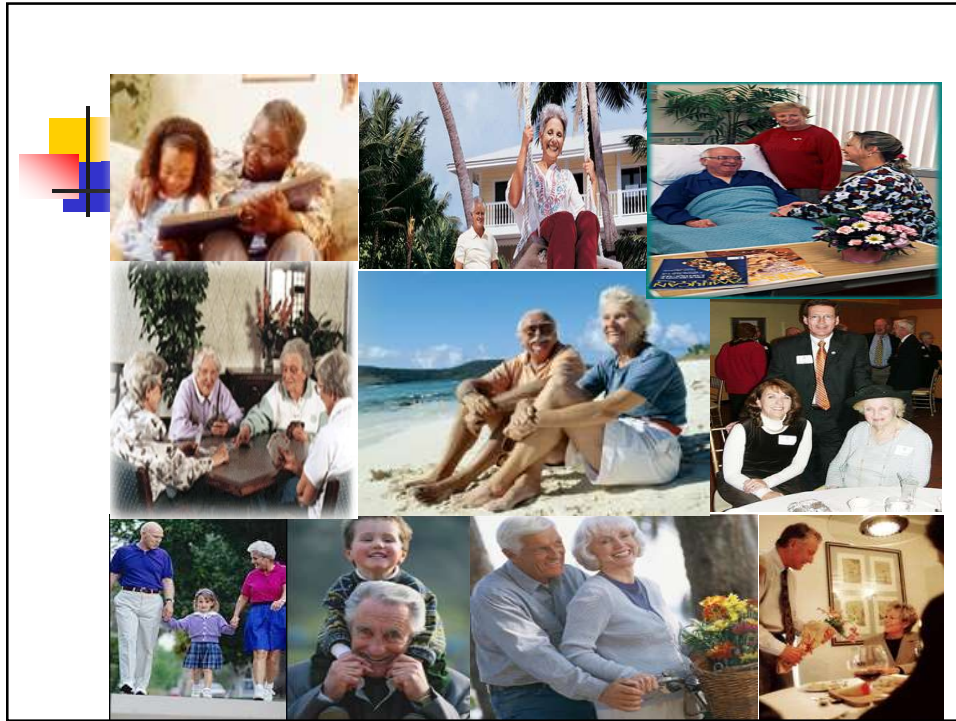
- *80% of Americans engage in charitable giving each year.*
- *Wealthy people are not necessarily philanthropists. But philanthropists are usually wealthy.*
- *Which charity is part of your life story?*



## What is a Legacy?

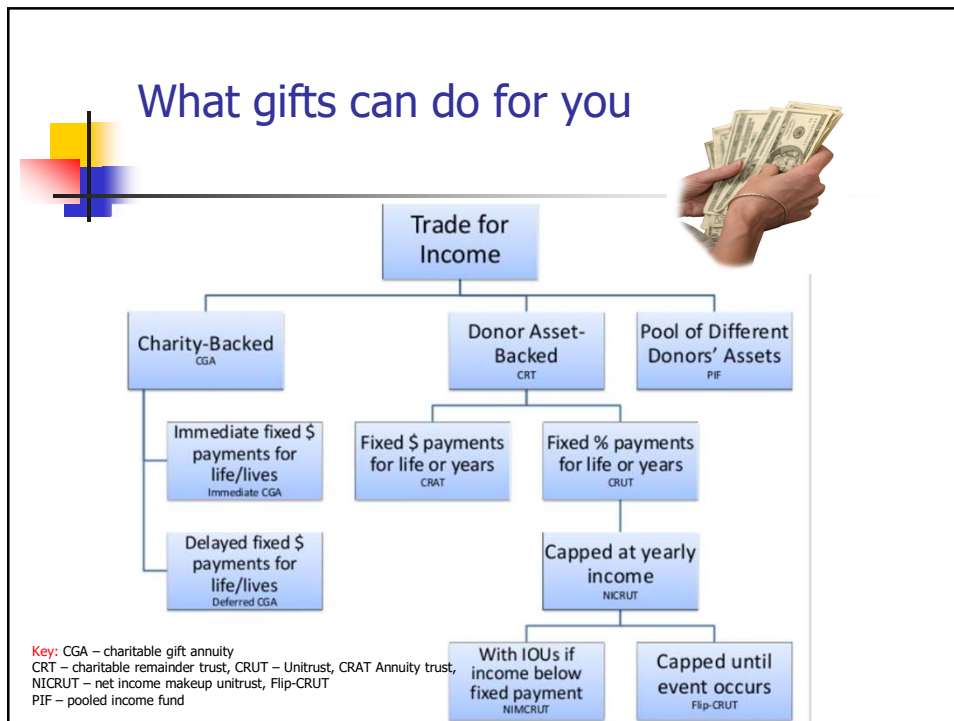
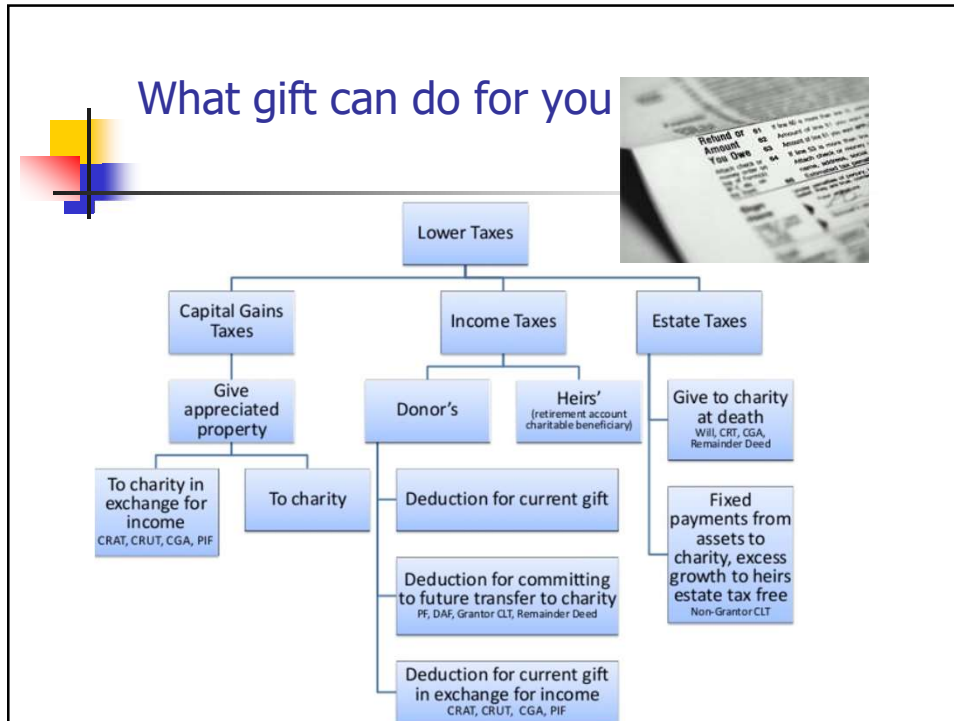
- It is planting seeds in a garden you never get to see.
  - **Lin-Manuel Miranda**...line from Hamilton






## Agenda

- Let's start with reviewing the changes made in the 2018 income and estate tax laws
- Discuss the stages of planning
  - Ask yourself **Who, what, when** and **how** would you distribute your life's work
- Review of assets held by most Americans
- Simple charitable strategies to increase income and/or decrease taxes






## New Federal tax rates

### New Tax Rates


There are still seven brackets, but tax rates dropped. The highest rate was 39.6% and is now 37%.

Bracket	Individual	Filing jointly
10%:	\$0 to \$9,525	\$0 to \$19,050
12%	\$9,525 to \$38,700	\$19,050 to \$77,400
22%	\$38,700 to \$82,500	\$77,400 to \$165,000
24%	\$82,500 to \$157,500	\$165,000 to \$315,000
32%	\$157,500 to \$200,000	\$315,000 to \$400,000
35%	\$200,000 to \$500,000	\$400,000 to \$600,000
37%	\$500,000 and above	\$600,000 and above


Source: Tax Cuts and Jobs Act of 2017



## PA taxes and charity




- **Pennsylvania** is one of only two states to exclude virtually every type of **retirement** income from **taxation** according to Kiplinger.
  - Public and private pensions, railroad **retirement benefits** and all Social Security income are excluded from **taxable** income for tax purposes within the state."
  - **3.07%** rate on all taxable income
- Charitable gifts are **not** deductible for **Pennsylvania** income tax purposes
- There are a gift techniques that will benefit PA residents





## Pennsylvania income taxes

- Pennsylvania taxes eight classes of income:
  - 1) compensation
  - 2) interest & 3) dividends
  - 4) net profits from the operation of a business, profession or farm
  - 5) net gains or income from the dispositions of property
  - 6) net gains or income from rents, royalties, patents and copyrights
  - 7) income derived through estates or trusts
  - 8) gambling and lottery winnings, including cash prizes from the Pennsylvania Lottery.



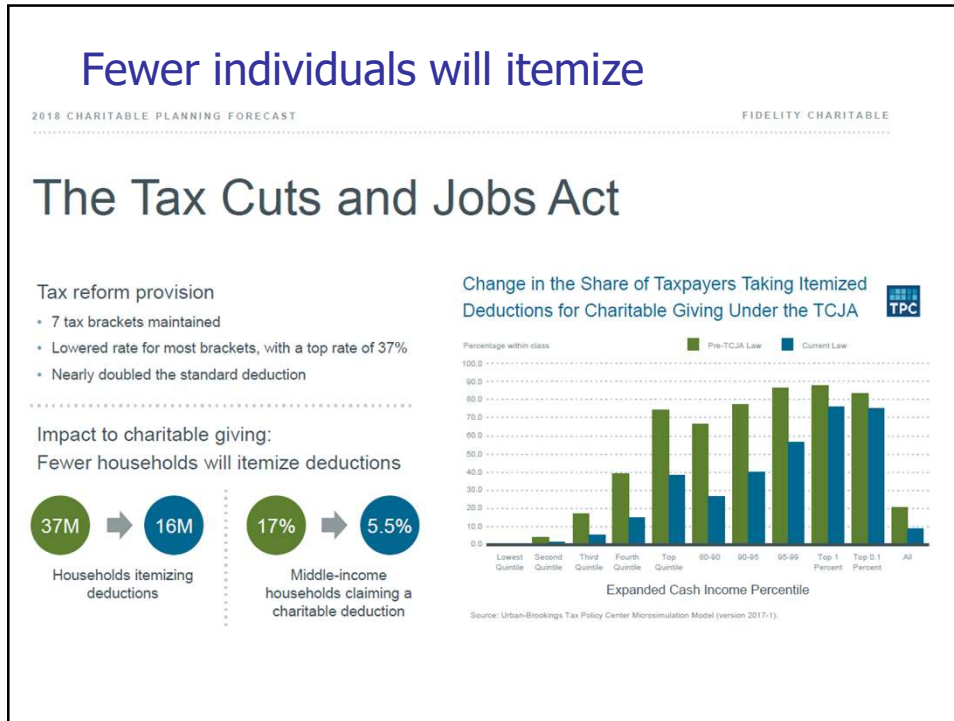
## Capital gains Federal rates unchanged

- Capital gains rates on assets held 12 month+
  - 10% or 12% bracket = 0% tax
  - 22%, 24%, 32%, 35% brackets = 15% tax
  - 37% bracket = 20% tax
- Net investment tax on AGI over \$200,000 or \$250,000 is +3.8%
- Collectables tax = 28%



**PA – Taxed as income**






## Know your standard deduction by filing status

	Single	Joint	Head of household	Married filing separately
<b>Basic</b>	\$12,000	\$24,000	\$18,000	\$12,000
<b>Over 65</b>	\$13,600	\$25,300 (1) \$26,600 (2)	\$19,600	\$13,300
<b>Blind</b>	\$13,600	\$25,300 (1) \$26,600 (2)	\$19,600	\$13,300
<b>Over 65 &amp; blind</b>	\$15,200	\$26,600 (1) \$29,200 (2)	\$21,200	\$14,600



### What qualifies as a deduction?

- Itemized deductions include:
  - State and local taxes: **\$10,000 limit**
  - Mortgage interest: \$750,000 mortgage limit,
    - no home equity interest deduction unless used to improve home
  - Medical expenses: exceed 7.5% of AGI
  - Charitable gifts: cash up to 60% of AGI
    - Appreciated stock gifts up to 30% of AGI
  - ***An itemized charitable deduction is the government bonus for being charitable today***

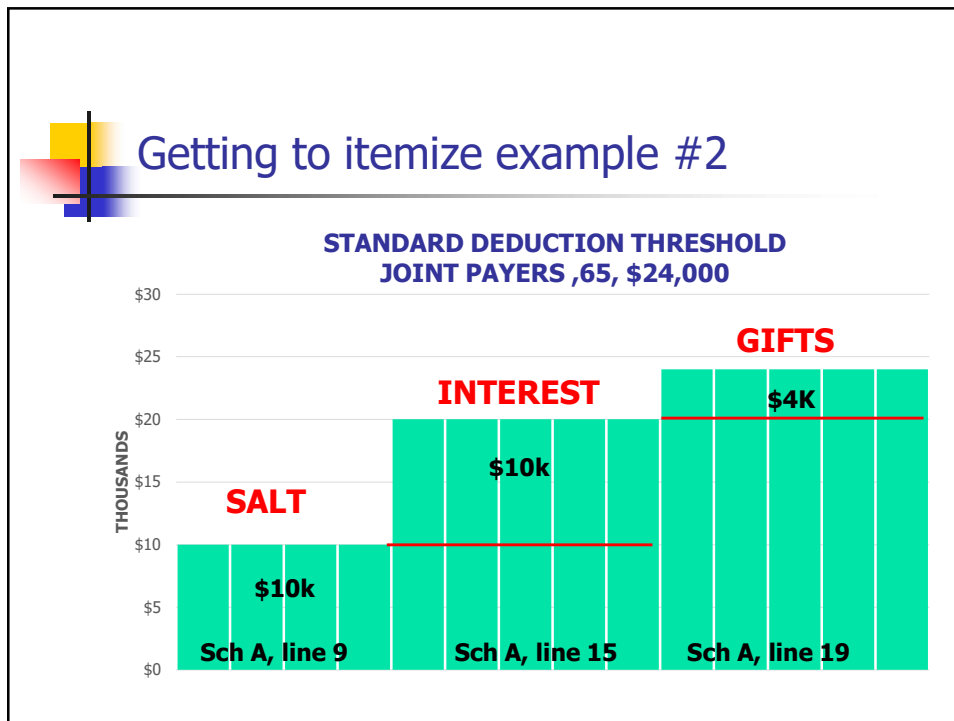
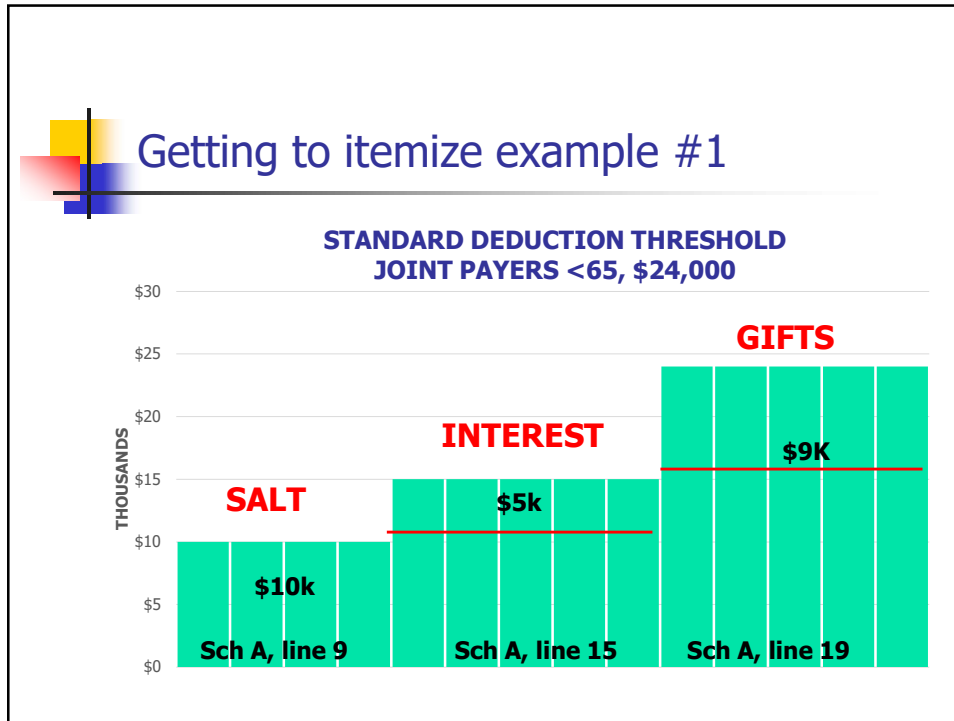


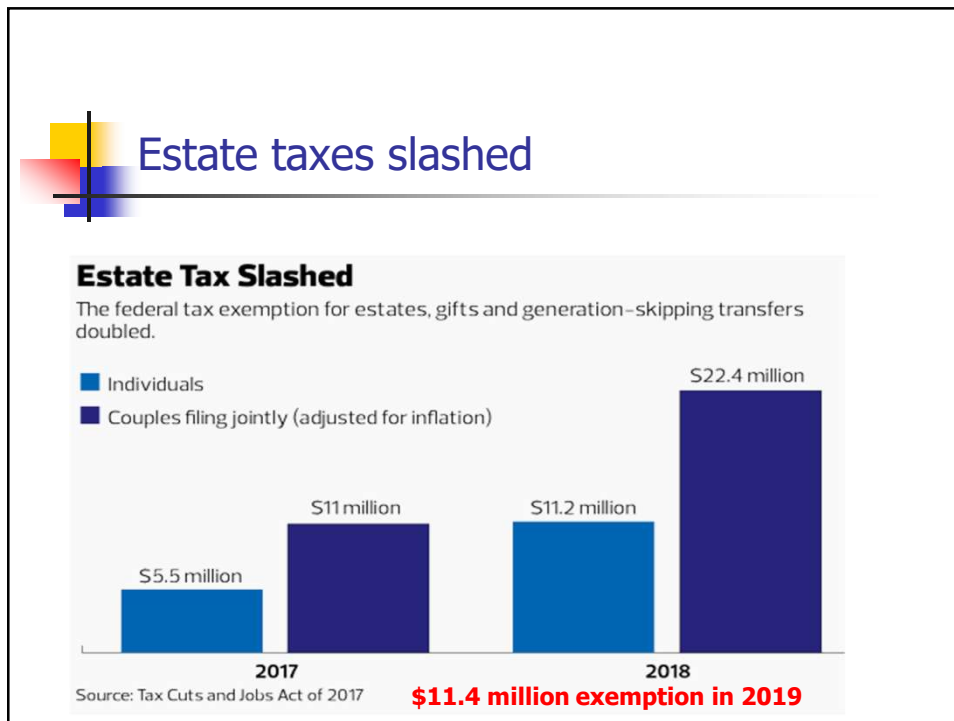
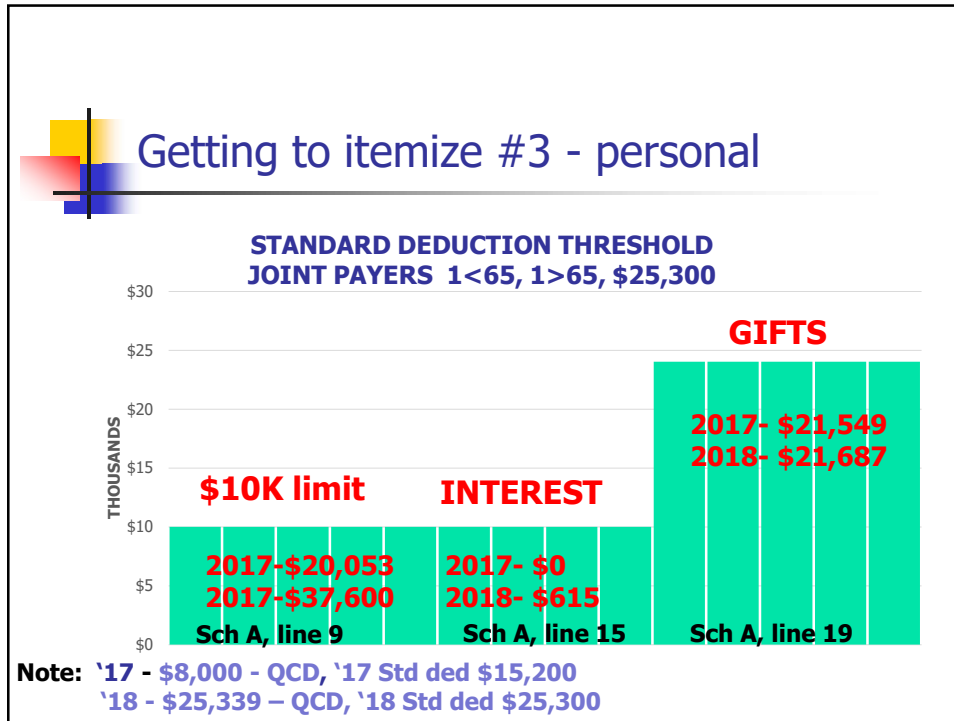
### Standard deduction by filing status

- **Example 1:** A couple both over **65** would have to have deductions over the threshold of **\$26,600** to itemize and receive an additional tax benefit.
  - Under the threshold charitable gifts are not deductible.
- **Example 2:** A single filer age **60** would have to have deductions over the threshold of **\$12,000** to itemize and receive an additional tax benefit.
  - Under the threshold charitable gifts are not deductible.












## Pennsylvania Estate and Inheritance Taxes

- Pennsylvania **does not** have an estate tax charged to the deceased person's estate
- Pennsylvania **does have** an inheritance tax charged to the person receiving assets
- No spousal inheritance tax
- Inheritance tax of **4.5%** tax applied to transfers to direct descendants and other lineal heirs like grandchildren
- Inheritance tax of **12%** on transfers to siblings
- Inheritance tax of **15%** on transfers to any other heir, with the exception of charitable organizations, exempt institutions and government entities that don't pay tax.




## PA Inheritance beneficiaries

- Beneficiaries are categorized into classes.
- **Class A** includes grandparents, parents, and lineal descendants, including natural descendants, adopted descendants, and step-descendants—your children, their children, their grandchildren and so on. Natural children who have been adopted by someone else are still considered Class A beneficiaries. The spouse of a child who has not remarried after that child's death also falls into Class A. These relatives receive a \$3,500 family exemption from the Pennsylvania inheritance tax.







## PA Inheritance beneficiaries

- **Class A1** includes brothers, half-brothers, sisters, and half-sisters—persons having at least one parent in common with the decedent either by blood or by adoption.
  - Class A1 beneficiaries do not receive any special exemption from the tax.
- **Class B** includes all other beneficiaries. They don't receive any exemption from the Pennsylvania inheritance tax, either. This includes same-sex partners, although not same-sex spouses because they're entitled to the spousal exemption.



## Effective giving

- Bunching gifts in certain years
  - Every other year gifts
- Appreciated asset gifts
  - Capital gains tax not taxed
- IRA rollover gifts
  - No deduction but no tax on income
  - Must qualify
- Donor advised funds
  - Gifts to reach over threshold deduction amount



Donor-Advised Funds

### Effective giving #1 Bunching deductions

- Skip year giving or bunching deductions will increase.
  - Not a new strategy, have been used by seniors for years

#### Skip-year giving

John's Pre-TCJA Charitable Giving Strategy

DONATION	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
DEDUCTION	Itemize	Itemize	Itemize	Itemize	Itemize

John's Post-TCJA Charitable Giving Strategy

DONATION	\$20,000	\$0	\$20,000	\$0	\$20,000
DEDUCTION	Itemize	Standard Deduction	Itemize	Standard Deduction	Itemize

### Effective giving #2 Give appreciated assets

**1** Gift of securities

**2** Tax deduction

**3** We sell securities  
No capital gains tax

STOCK MARKET

Fair market value

**Charity**

**Example:** Sara has accumulated 1,000 shares of Apple stock over the last 5 years. Her 1,000 shares are currently valued at approximately \$160,000. Her cost basis on the 10 shares of Apple she is gifting to charity is \$60 per share. She gets a deduction of \$1,600 and avoids any tax on the \$1,000 capital gains.

Effective giving #2a  
Give appreciated assets  
Charitable swap

1 Charity

3

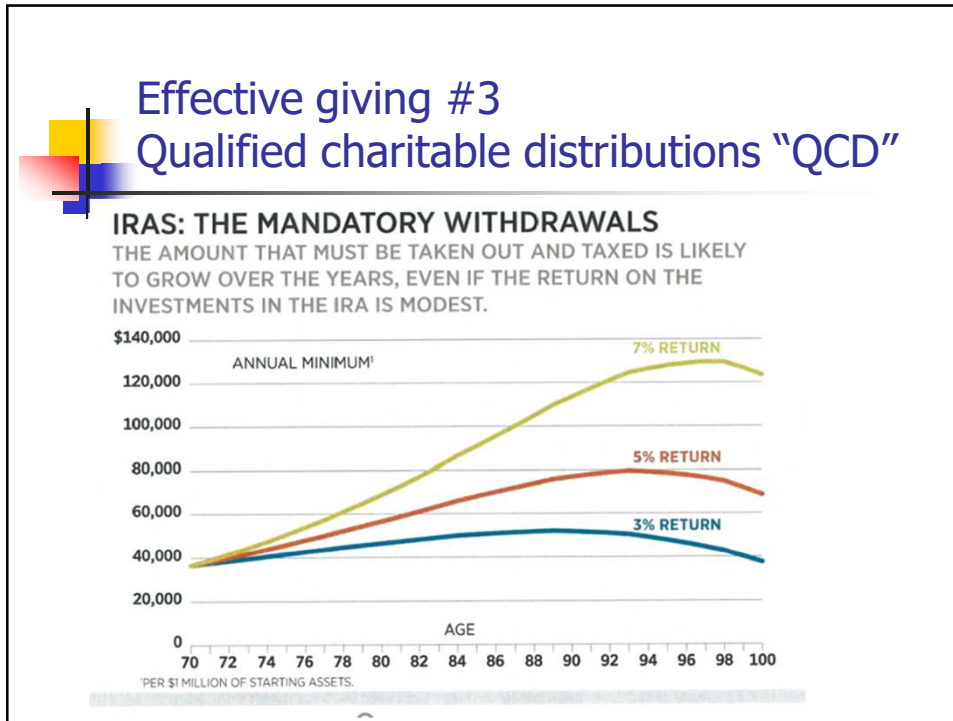
2 Charity

No "wash sale" rule because this is gain property, not loss property

Effective giving #3  
Qualified charitable distributions "QCD"

- Allows for IRA gifts to charity
  - Both regular IRA accounts and Roth IRA accounts are eligible, IRA check books
- Charity must be eligible
- Individual must be 70½ or older on the date of contribution
  - Qualified Charitable Distribution will qualify for the Required Minimum Distribution requirements of IRA
- \$100,000 limit
  - \$200,000 from couple with separate accounts
- Transfers from other pensions and profit sharing plans, i.e. Keogh, 401k, 403b, etc., are not allowed
  - Possible to rollover above accounts to IRA if plan and time permit





### Effective giving #3 Qualified charitable distributions "QCD"

SCENARIO 1 Phil takes a <i>portion</i> of his annual RMD as a QCD		
Phil's annual RMD = \$15,000	Phil makes a \$10,000 QCD	<b>RESULT</b> Phil's remaining RMD of \$5,000 will count towards his taxable income.

SCENARIO 2 Phil takes his <i>entire</i> annual RMD as a QCD		
Phil's annual RMD = \$15,000	Phil makes a \$15,000 QCD	<b>RESULT</b> Phil satisfied his full RMD by making a QCD; his taxable RMD income is \$0, rather than \$15,000.

**Note:** No charitable deduction  
**1)** Tax saving 24% bracket **saved** \$2,400, **2)** **saved** \$3,600

### Effective giving #3 Qualified charitable distributions "QCD"

**SCENARIO 3** Phil takes his *entire* annual RMD as a QCD, and donates an additional amount

<b>Phil's annual RMD = \$15,000</b>	Phil makes a \$15,000 QCD Phil also makes an additional \$5,000 QCD	<p style="text-align: center; color: green;"><b>RESULT</b></p> Phil's taxable RMD income is \$0, rather than \$15,000. Phil further reduces his IRA balance which could potentially reduce future RMD amounts. Note: None of the additional amount made as a QCD can count towards Phil's RMDs for future years.
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**Note:** No charitable deduction in this case but if Phil used appreciated assets or cash he would receive additional \$5,000 deduction but he must itemize to get the government bonus for being charitable. If he does not itemize this is still a tax smart approach.

### Effective giving #4 Donor advised funds "DAF"


## Donor-Advised Fund

### How it Works

1. *Your Contribution*




3. *Your Investment*



4. *Grants to Charity*

**2. Tax Deduction**

**Definition:**  
A DAF is a private charitable giving carrier administered by a third party created for the purpose of managing charitable donations on behalf of individuals, families and organizations.

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make information beautiful



## Effective giving #4 Donor advised funds "DAF" benefits

- Give cash now
- Maximize charitable deduction in year of your gift
- Gift appreciated assets to save capital gains taxes
- Gift complex assets
- Front load gifts in high tax years
- Grow your fund tax-free & determine investments
- Time future gifts for maximum charitable impact
  - No "quid pro quo" benefits
- Can make gifts anonymously
- Less expensive alternative to creating a private foundation



## Three categories of gifts

- *Outright gifts* – irrevocable gifts of entire interest made today (cash or assets)
- *Expectancies* – revocable gifts committed for the future use (bequests & beneficiary designations)
- *Split-interest gifts* – irrevocable gift arrangements which give a portion to charity and a portion to a non-charitable beneficiary



YOUR GIFT	YOUR GOAL	HOW IT WORKS	YOUR BENEFITS
<b>Bequest</b>	<ul style="list-style-type: none"> <li>Maintain control of your assets during life</li> <li>Make a gift to charity at your death</li> </ul>	You designate our organization as the beneficiary of your asset by will, trust or other instrument.	<ul style="list-style-type: none"> <li>Estate tax charitable deduction</li> <li>Life use and ownership of your property</li> </ul>
<b>Charitable Gift Annuity (CGA)</b>	<ul style="list-style-type: none"> <li>Receive fixed income for life</li> <li>Avoid capital gains tax on the sale of your appreciated property</li> <li>Enjoy the benefit of tax savings from a charitable deduction</li> </ul>	You transfer your cash or appreciated property to our organization in exchange for our promise to pay you fixed income (with rates based on your age) for the rest of your life.	<ul style="list-style-type: none"> <li>Charitable tax deduction</li> <li>Fixed income for life</li> <li>Partial bypass of capital gain</li> <li>Possible tax-free payments</li> </ul>
<b>Charitable Remainder Trust (CRT)</b>	<ul style="list-style-type: none"> <li>Transfer your appreciated property without paying capital gains tax</li> <li>Enjoy regular income for life or a term of years</li> <li>Receive the benefit of tax savings from a charitable deduction</li> </ul>	You transfer your cash or appreciated property to fund a charitable trust. The trust sells your property tax-free and provides you with income for life or a term of years.	<ul style="list-style-type: none"> <li>Charitable tax deduction</li> <li>Income for life or a term of years</li> <li>Possible income growth over time</li> <li>Avoidance of capital gains tax</li> </ul>
<b>Charitable Lead Trust (CLT)</b>	<ul style="list-style-type: none"> <li>Give cash or property to your family in the future</li> <li>Avoid substantial gift or estate tax</li> </ul>	You transfer your cash or property to fund a lead trust that makes a gift to us for a number of years. You receive a charitable deduction for the gift. Your family receives the remainder at substantial tax savings.	<ul style="list-style-type: none"> <li>Gift or estate tax deduction</li> <li>Asset and appreciation passes to family at a reduced cost</li> </ul>
<b>Life Estate Reserved</b>	<ul style="list-style-type: none"> <li>Remain in your home for life.</li> <li>Receive a charitable income tax deduction</li> </ul>	You give your property to our organization but retain the right to use the property during your life.	<ul style="list-style-type: none"> <li>Charitable tax deduction</li> <li>Lifetime use of property</li> </ul>
<b>Bargain Sale</b>	<ul style="list-style-type: none"> <li>Transfer your property and receive cash or debt relief without paying substantial taxes</li> </ul>	We purchase your property for less than fair market value. You receive the cash and a charitable deduction for the difference between the market value and purchase price.	<ul style="list-style-type: none"> <li>Cash from sale</li> <li>Charitable tax deduction</li> <li>Partial bypass of capital gain</li> </ul>




## Types of gift assets




- Cash
- Securities
- Bonds - Corporate
- Bonds - Municipal
- *Bonds - US Savings*
- Real Estate
  - residence
  - vacation home
  - investment property
- Mutual Funds
- Life Insurance
- Variable Annuity
- Personal Property
- Business Interests
  - S - corp
  - C - corp
- *Retirement Assets*
  - *IRA*
  - *Keogh*
  - *Pension & Profit Sharing plans*
  - *401k, 403b plans*





## Major giving tools

- Life income gifts
  - Provide fixed or variable life income
  - Partial income tax deduction
  - Avoid/Reduce capital gains taxes in whole or in part
  
- Most popular life income programs
  - Charitable gift annuity
  - Charitable remainder unitrust




## Gift annuity payment rates

**Single Life**

■ Age of Donor	■ Payment Rate
60	4.70%
65	5.10%
70	5.60%
75	6.20%
80	7.30%

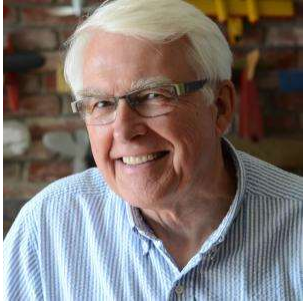
**Two Life**

❖ Age of Donors	❖ Payment Rate
60/60	4.20%
65/65	4.50%
70/70	5.00%
75/75	5.50%
80/80	6.20%



**ACGA rates as of July 1, 2018**

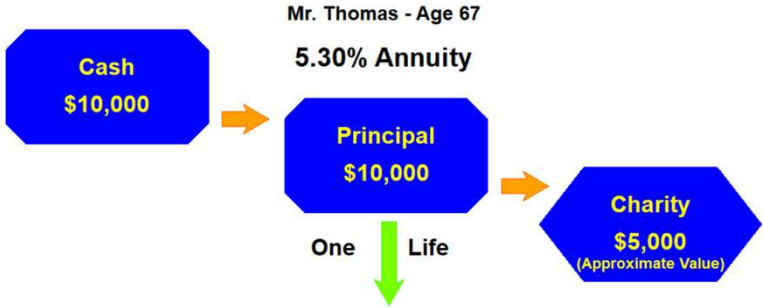
Effective giving #5  
Mr. Thomas and his cash gift annuity



- Mr. Thomas
- Recent widow
- Age 67
- Looking to retire soon
- Well diversified investment portfolio
- Several laddered certificates of deposit
- Looking for more income in retirement
- A consistent donor

Effective giving #5  
Mr. Thomas and his cash gift annuity

**Charitable Gift Annuity** Close



Mr. Thomas - Age 67

5.30% Annuity



Cash \$10,000 → Principal \$10,000 → Charity \$5,000 (Approximate Value)

One Life

1. Gift property to charity. Donor receives contract for annuity payments. Income tax deduction of \$3,718 may save \$892.
2. Annuity of \$530.00 for one life. Tax-free amount \$343.44. Estimated one life payout of \$11,766. Effective payout rate 7.0%.
3. Quarterly payments for one life. Property passes to charity with no probate fees. There are also no estate taxes.



### Effective giving #6 Mr. and Mrs. Wilson stock gift annuity

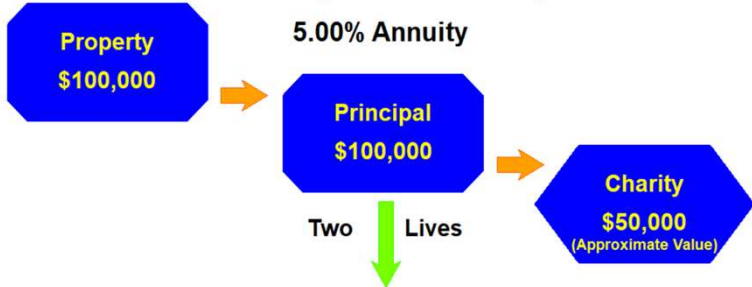



- Both age 70
- Both receiving social security
- Mr. Wilson has fixed pension from employer
- Mrs. Wilson retired school teacher
- Will tap their IRA account at age 70½
- Both active supporters
- Concerned about financial future
- Large Apple stock investment

### Effective giving #6 Mr. and Mrs. Wilson stock gift annuity

#### Charitable Gift Annuity Close

Mrs. Wilson - Age 70    Mr. Wilson - Age 70




1. Gift property to charity. Partial bypass \$75,000 gain may save \$3,685. Income tax deduction of \$32,756 may save \$7,861.
2. Annuity of \$5,000.00 for two lives. Tax-free amount \$819.85. Estimated two lives payout of \$125,500. Effective payout rate 6.0%.
3. Quarterly payments for two lives. Property passes to charity with no probate fees. There are also no estate taxes, if married.

**Effective giving #6**  
**Gift annuity income enhancement- Stock**

Prior to Gift		After the Gift	
Invested in stock	\$100,000	Contributed	\$100,000
Dividends (2%)	2,000	Cost basis	\$25,000
Tax (15%)	<b>\$300</b>	Payment rate	5.00%
Net spendable	\$1,700	Total payment	\$5,000
<b>Capital if Sold</b>		Ordinary income	\$1,720
Fair market value	\$100,000	Capital gains	\$2,460
Cost basis	25,000	Tax-free*	\$ 820
Capital gains tax (15%)	<b>\$11,250</b>	Tax OI 24%	<b>-\$412</b>
Net capital	\$88,750	Tax CG 15%	<b>-\$369</b>
		Net spendable	\$4,219
		Bonus savings	\$7,861

\*tax-free to 2037


**Effective giving #7**  
**Gift plus gift annuity - Stock**



- Substitute gift annuity income for stock dividend
- Make a major gift without significant reduction in retirement lifestyle
  - Couple both age 75
  - Asset – Johnson & Johnson stock, 1,666 shares @\$120
  - Fair market value \$200,000
  - Dividend rate 2.72%, annual payment \$4,531 pre-tax and \$3,851 after taxes
  - Donors wish to make a major gift of \$100,000
- **Solution:** separate stock into two parts, give half and use half for a gift annuity

Effective giving #7  
Biggest dividends in the S&P 500

Company	Yield (%)	Annual dividend (\$ billions)
Apple (AAPL)	1.72	13.221
Exxon Mobil (XOM)	3.75	12.771
Microsoft (MSFT)	2.25	12.055
AT&T (T)	5.01	12.037
Verizon Communicat	5.03	9.416
Johnson & Johnson (JN	2.72	9.117
General Electric (GE)	3.32	8.376
Chevron (CVX)	4.08	8.178
Pfizer (PFE)	3.79	7.618
JPMorgan Chase (JPM)	2.3	7.144




Effective giving #7  
Gift plus gift annuity - Stock




Prior to Gift		After the Gift	
Invested in stock	\$200,000	Contributed	\$100,000
Dividends (2.72%)	\$4,533	Cost basis	\$50,000
Tax (15%)	<b>\$680</b>	Payment rate	5.50%
Net spendable	\$3,853	Total payment	\$5,500
		Ordinary income	\$1,700
		Capital gains	\$1,899
		Tax-free*	\$1,901
		Tax OI 24%	<b>-\$408</b>
		Tax CG 18.8%	<b>-\$357</b>
		Net spendable	\$4,735
<b>Gift \$100,000</b>			
Stock gift 833 shares value	\$100,000		
Cost basis	50,000		
Capital gains tax avoided (18.8%)	<b>\$9,400</b>		
Deduction	\$100,000		

### Effective giving #7 Gift plus gift annuity -Stock



- Outright gift deduction
  - \$100,000
  - \$9,400 capital gains tax savings
  - \$24,000 income tax savings
- Gift annuity deduction
  - \$37,697
  - \$ 9,047 income tax savings
  - Effective return on gift annuity 6.9%
- Summary:
  - Two charitable deductions
    - Outright .....\$100,000
    - Gift annuity...\$37,697
  - Prior income
    - Net dividend \$3,853
  - Post gift income
    - Net payment....\$4,735
    - Increase of.....\$ 882
  - Bonus tax saving
    - Outright.....\$24,000
    - Gift annuity...\$9,047
    - Total.....**\$33,047**

### Effective giving #8 Bill O'Brien's annuity for Sara



- Bill age 75 married to Sara age 65
- Bill's retirement pension will end on his death
- Bill wants to provide income for surviving spouse and could use a tax deduction this year to offset his stock gains
- Has \$100,000 cash available
- What about health changes?
- Could they/she get income earlier?

### Effective giving #8 Bill O'Brien's annuity for Sara

**Deferred Gift Annuity** Close

Bill O'Brien - Age 75   Sara O'Brien - Age 65  
First Payment on December 31, 2021  
Annuity Amount of \$5,200

**Cash**  
**\$100,000**

➔

**Deferred  
Gift Annuity**


➔

**Charity**  
**\$50,000**  
(Approximate Value)

<p><b>Flexible Annuity Options</b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Payout Ages 77/67</td> <td style="width: 50%;">\$4,809.88</td> </tr> <tr> <td>Payout Ages 90/80</td> <td>\$10,500.00</td> </tr> </table>	Payout Ages 77/67	\$4,809.88	Payout Ages 90/80	\$10,500.00	<p><b>Two Lives</b></p> <div style="font-size: 2em; color: green;">↓</div>	<p><b>Charity</b></p>
Payout Ages 77/67	\$4,809.88					
Payout Ages 90/80	\$10,500.00					

1. Property transferred to charitable organization. Total tax deduction of \$41,233 may save income taxes of \$9,896.
2. Annuity payout of \$5,200 distributed for two lives. Tax free payout \$3,078.40. Estimated two lives total payouts are \$121,942.
3. After annuity payments distributed to annuitants, approximate remaining value given to charity.

### Effective giving #9 John's charitable retirement plan



- John age 60
- Retirement target age 70
- Reaching his highest income years
- Maxed out on his retirement plans
- Supports various charities with outright gifts
- CPA suggested he start a charitable retirement gift annuity
- John commits to \$10,000 per year for five years

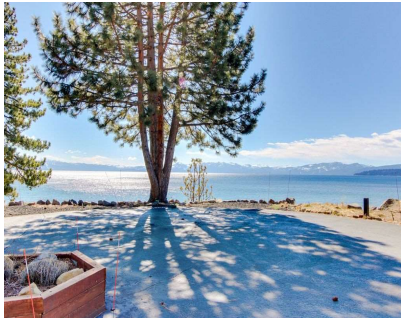
### Effective giving #9 John's charitable retirement plan

DEFERRED PAYMENT GIFT ANNUITY		
First Ann. <u>John West</u>	Age Now	<u>60</u>
	Payment Age	<u>70</u>
TOTAL GIFT AMOUNT		<u>\$50,000.00</u>
TOTAL CHARITABLE DEDUCTION		<u>\$24,541.37</u>
ANNUITY OF 6.32% (Starts December 31, 2027)		<u>\$3,160.00</u>
INCOME TAX INFORMATION		
	QUARTERLY PAYMENT	ANNUAL TOTALS
Ordinary Income	\$408.96	\$1,635.84
Capital Gain Payout	\$0.00	\$0.00
Tax Free*	<u>\$381.04</u>	<u>\$1,524.16</u>
ANNUITY AMOUNT	\$790.00	\$3,160.00

\*Tax Free until end of 2043

### Effective giving #10 Nancy's real estate charitable trust

- Nancy age 65, inherited (\$100,000) property that has grown in value
- Sell highly appreciated real estate - **\$500,000 value**
- **Pay little or no taxes**
- Keep 100% working for Nancy for life
- Make future charitable gifts
- Receive 50% of sale in cash proceeds - **\$250,000**
- Establish CRT with 50% of real estate
  - Receive 5% variable income for life





### Effective giving #10 Summary of real estate sale options

- #1. Sell and pay tax @ 23.8%
  - Gain of \$400,000
  - Tax on gain **\$95,200**
- #2. Keep 50%
  - Sell and pay tax on 50%
  - Gain of \$200,000
  - Tax on gain @ 23.8% = **\$47,600**
  - Net \$202,400
  - Continue to pay expenses
- #2a. Sell 50% in her name
  - Sell 50% in CRT
  - Bypass tax on 100% of CRT gain
  - Saves \$37,000 (cap gain)
  - Charitable deduction for CRT = \$112,743
  - Deduction saves \$27,058 in taxes (24%)
  - **Net cost: \$20,542**

### Effective giving #10 Nancy's real estate charitable trust

## FLIP UNITRUST

Nancy Jones - Age 65  
FLIP Sale on December 31, 2018  
5% Unitrust

**Initial Amount**  
**\$250,000**

➔

**Principal**  
**\$250,000**

➔

**Charity**  
**\$508,978**

One

↓

Life

1. Transfer and sell tax-free. Bypass up to \$200,000 gain may save \$37,600. Income tax deduction of \$112,743 may save \$27,058.
2. Unitrust Income up to 5% to donor for one life. Annual income at payout \$12,500. If trust earns 8.00%, pays 5% income during one life, total lifetime income is \$465,190.
3. Income for estimated period of 25.7 years. After one life, trust principal paid to charity.

## Effective giving #11 Testamentary annuity for family or friends

- Set up a gift annuity for others
- Set up in will or trust
  - Special wording required
- Income payment to beneficiary for their life
  - Each check is a friendly reminder
- Payment rate depends on beneficiary age at your death
  - Age 60 = 4.70% or rate in effect
- Remainder to favorite charity
- Estate tax charitable deduction (if needed)



## Free Will QCD research

- The average growth in QCDs from 2017 to 2018 was **78.3%**
- **92%** of all nonprofits surveyed saw an increase in QCD giving from 2017 to 2018
- The average gift is increasing, even as QCDs move from major donors to mainstream. Across all nonprofits surveyed, the average QCD gift is \$9,200. The smallest average gift size was \$150. The largest was \$50,000
- Fundraising professionals are **underestimating** the level of donor confusion

Source: Freewill.com study, May 2019

