



GOALS AND CHARITABLE GIVING

Matching Donor Goals with Charitable Gifts

There are a variety of charitable giving techniques that can be matched with a donor's goals in making the gift. These include:

Charitable Planning Goal	Charitable Giving Technique	The Outcome
A quick and easy gift	An outright gift of cash, securities or personal property	Income tax deduction and possible avoidance of capital gains taxation
A large gift with little cost	Name a charity as owner and beneficiary of a life insurance policy	Current income tax deduction equal to value of policy; possible future deductions for premiums
Avoid capital gains tax on the sale of an appreciated asset	Donate real estate, securities or other appreciated assets	Current income tax deduction and avoidance of capital gains tax
Make a charitable donation after death	Name a charity in your will or establish a revocable living trust	Control of property during lifetime and possible estate tax savings
Avoid the double taxation (income and estate) of retirement plan assets	Name a charity as beneficiary of retirement plan assets remaining at your death	Avoids passing a heavily taxed asset to heirs; removes remaining value from estate
Receive a fixed income from assets	Create a charitable remainder annuity trust that pays a fixed annual income	Immediate income tax deduction and fixed income for life
Receive a potentially increasing income from assets	Create a charitable remainder unitrust that pays a percentage of trust assets, which are valued annually	Immediate income tax deduction and potentially increasing income for life
Reduce gift and estate taxes on assets passing to heirs	Create a charitable lead trust that pays income to a charity for a set term and then passes to heirs	Current income tax deduction and potential gift and/or estate tax savings
Supplement income from assets	Transfer assets to a charity in return for a lifetime income (charitable gift annuity or pooled income fund)	Current income tax deduction and lifetime income

Whatever your reasons for giving, matching your charitable planning goals with the appropriate charitable giving technique can help make your gifts more meaningful, both to you and to the charities you choose to support. Please call my office if we can be of assistance.

Brought to you by:



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About our firm:

QUOTES

from the Masters...

On Potential/ Possibilities

"You are capable of going on to greatness in performance -- and you are also in great danger of sliding back into average performance. It's your choice. Which do you choose to do today?"

-- **Tom Hopkins**

"We spend January 1 walking through our lives, room by room, drawing up a list of work to be done, cracks to be patched. Maybe this year, to balance the list, we ought to walk through the rooms of our lives...not looking for flaws, but for potential."

-- **Ellen Goodman**

On Opportunities

"What have you always wanted to do but been afraid to attempt? Whatever it is, it may be your greatest opportunity in life."

-- **Brian Tracy**

"The secret of success in life is for a man to be ready for his opportunity when it comes."

-- **Benjamin Disraeli**

"Great minds must be ready not only to take opportunities, but to make them."

-- **Colton**

MESSAGES

from the Masters...

CHALLENGES AND WHAT TO DO ABOUT THEM

by Tom Hopkins

One of the best clues to whether someone understands the art of being successful is their reaction to the important challenges that come at them.

Those who will succeed have a characteristic way of reacting to great challenges, which may present themselves as opportunities, problems, or dangers. The succeeders set everything else aside when they believe that the right time to cope with a major challenge has arrived. Then they put all their energy into dealing with that challenge. They face it squarely, although this doesn't always mean they will make a frontal assault on it. Succeeders look at problems and opportunities realistically, but their solutions often involve slipping through the side door. They go with what works, knowing that frontal attacks are beaten off more often than they succeed.

Those who have chosen failure, disaster, and mediocrity do the opposite. They ignore the problem or opportunity as long and thoroughly as they can. Instead of facing the difficulty squarely when they finally can't ignore it any more, they moan and groan, run to and fro, and waste time trying to get help where no help will be forthcoming. Rather than taking action, they worry. When they finally make their move, they hit the danger with too little too late, or chase after an already lost opportunity in a futile effort to come from behind.

The key element in dealing with all challenges, whether they are problems or opportunities, is timing. When you're faced with a challenge, take fast and effective action that has a good chance of winning, or sit that one out. Make your decision early and then live with it. No move at all is better than a late move.

The purpose of this newsletter is to provide information of general interest to our clients, potential clients and other professionals. The information provided is general in nature and should not be considered complete information on any product or concept described.

For more complete information, please contact me (Office: (925) 277-2600).

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