# Giving to The Heart Foundation

**The Heart Foundation depends on your contributions to carry out its work. Following are some ways to support the organization and the fight against heart disease.**

**Regular Cash Contributions:** Provided you do not exceed certain limits, each cash contribution is underwritten by the government through the charitable gift deduction. For every dollar you give to charity, you are allowed a corresponding tax deduction. The higher your tax bracket, the more your contribution is offset by the tax savings from the deduction. Also, don't forget to ask your employer if they having a matching gift program as many employers will match your gift up to a certain amount.

**Pledges:** The Heart Foundation allows donors to establish five-year pledges. The donor determines the total amount of the pledge and the frequency of the pledge payments. A pledge of $25,000 will qualify a donor to have his or her name added to The Heart Foundation's Donor Wall at Cedars-Sinai Medical Center once 20% of the pledge has been paid.

**Highly-Appreciated Property:** Highly-appreciated property makes a marvelous gift. Consider what would happen if highly-appreciated property were sold, and the proceeds were given to charity. Upon sale, the owner would be taxed on the property's capital gains. The charity suffers because the owner would be left with a smaller pool of after-tax money to give to the charity, the owner would receive a reduced charitable deduction because of the smaller gift, and the government would receive both the capital gains tax and greater income tax revenue due to the reduced charitable deduction. On the other hand, if highly-appreciated property is given directly to charity, the entire fair market value of the property goes to charity. The Heart Foundation, as an exempt organization, may sell the property without paying any capital gains taxes. The entire value of the property, not just the after-tax value, goes to support the foundation's mission. In addition, the donor gets a charitable gift deduction for the full value of the property.

**Retirement Accounts (such as IRAs):** Retirement accounts, such as IRAs, are usually funded with pre-tax dollars. If the owner of the account takes any assets out of the account, the owner is taxed. In this sense, retirement plans are like highly-appreciated property; both will be taxed when they are sold or accessed. The difference is that appreciated property is taxed at capital gains rates while retirement plans are taxed at ordinary income rates. The greater potential tax savings of retirement plans make them especially favorable as a charitable gift.

**Charitable Remainder Trust:** This type of trust allows you (or a person of your choosing) to receive annually the income of the trust or a fixed annuity. You may use that income however you wish. At the end of a certain period of time, the trust will cease and the remaining trust property will be distributed to The Heart Foundation. Naturally, the tax deduction is less due to the fact that you have kept the right to income, but the reduced tax deduction is offset by the security of having a steady income stream.

As you can see, there are many ways to support The Heart Foundation. If you wish to explore any of these areas further, please contact The Heart Foundation at 818-865-1100 or info@theheartfoundation.net or your financial advisor.

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