

Who is Link Charity?

Link Charity exists to provide service, tools, education and guidance in the area of gift planning to charities and their donors in Canada.

Gift Planning...simplified

Our Founder and current Board Chair Harry Houtman has been in the philanthropic charitable world since the mid 1970's. After decades of service in a variety of charities, he saw a real need to simplify the administration and provide adequate tools for linking together charities and donors towards planned giving initiatives. Link Charity was established in 1998 to fulfill that need.

In Link Charity's last fiscal year (2012-2013) we provided over \$6.1 Million to over 500 recipient charities in Canada and our goal is to provide \$100 Million to charities in Canada over the next 10 years.

Link *Charity*
Canada Inc.

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Gifts of Securities



Gift Planning...simplified

Link Charity - Gifts of Securities

Canadian donors can now donate publicly traded securities (shares or mutual funds) directly to charities without capital gains on donated securities being disclosed in personal income. In essence this eliminates the capital gains tax on all donated securities.

Benefits:

- ⇒ Significant tax savings on donated shares.
- ⇒ Donor receives a charitable receipt for the full market value of the donated security.
- ⇒ Existing flow through share and demutualized life insurance company shares are most beneficially donated in kind as they are almost pure capital gain.
- ⇒ Excellent tax planning strategy when considering downsizing, retirement or at estate time.

How We Can Help

1. If the charity you would like to donate a gift of stock to does not have a brokerage account, Link Charity will accept the security, sell it, and give the cash proceeds to your charity. Currently, Link Charity has 9 brokerage accounts open to make the needs of donors.
2. Once the stock is transferred to Link Charity to be sold, Link Charity will distribute the proceeds to as many charities, in whatever amounts you the donor desires.
3. You have stock you wish to sell or is subject to takeover, but you have not decided what charities should receive the proceeds or you want the proceeds to be given out over a number of years. Link Charity can fulfill both requests on your behalf.
4. You want to make an anonymous gift, but do not have a way to pass the proceeds on to the charity without being identified. By involving Link Charity in the process your identity can be protected.

Donor Advantages

1. Save hundreds of dollars in lawyer fees by using Link Charity's letter of direction with your will.
2. Easy and cost effective process for donating stocks and mutual funds, which can save hundreds of dollars in brokerage fees and capital gains.
3. When supporting multiple charities under one Link Charity Gift Annuity you will save time, money and effort.
4. Your donations can be anonymous and selective to many charities using one giving tool.
5. Create a type of Family Foundation through a Donor Advised Fund program without all the costs and legalities involved in other programs.
6. Save thousands of dollars in taxes both now and at estate time with Link Charity's customized gift giving estate plan.
7. Donors can be assured that all discussions and work done by Link Charity is held in the strictest of confidence.