



## Make a gift with appreciated stock

Donating stock to St. Peter The Rock Media (dba AM 1260 The Rock) provides the donor the enjoyment of tax benefits while investing in the mission of St. Peter the Rock Media. In addition to the charitable deduction, donors who make their gifts through direct transfer of stock may avoid capital gains taxes.

When donating stock or other marketable securities, please initiate the transfer as described below, before selling it. By doing so, you may be able to claim a charitable contribution in the amount of the value of the security on the day of transfer to St. Peter the Rock Media.

You should consult your tax professional to discuss your personal situation. Note: Only stock which has appreciated in value should be contributed directly to St. Peter the Rock Media. If you are considering stock whose current selling price is below the purchase price, it may be advantageous for tax purposes to sell the stock first and then contribute the proceeds after receiving the cash settlement. This may entitle you to the capital loss on the sale as well as the charitable donation for the cash gift to St. Peter the Rock Media.

## Securities Gifting Instructions

If your shares of stock (or other securities) are being held in a brokerage account, they can generally be transferred electronically from your account to the St. Peter the Rock Media account at Charles Schwab & Co. Your current broker (or holder of shares) will require the following information, and likely a written request from you in order to process.

**Charles Schwab & Co.  
St. Peter the Rock Media, Account #9973-3572  
DTC# 0164**

Confirm your broker's requirements and provide us with a copy of your request. Notifying St. Peter the Rock Media will ensure that your gift will be processed expediently. Contact Mary Ann at [mmeitin@am1260therock.com](mailto:mmeitin@am1260therock.com) with questions. Thank you and God bless you!

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