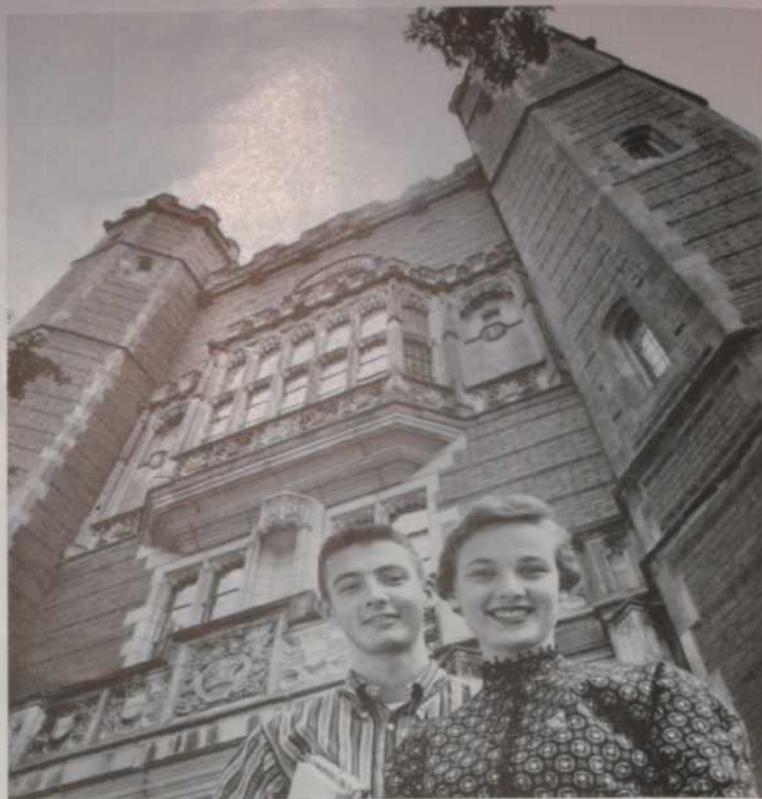


# How to Give More And Have It Cost Less



## You Can Save Tax Dollars

In each tax year, individuals are allowed sizable tax deductions for contributions to worthy charitable organizations, such as the *University of Oklahoma Foundation*. Through proper management and direction individuals can actually give more and have it cost less.

One thing to remember is that tax deduction is by no means tax dodging or evasion. The theory is that private giving does many jobs which otherwise the government would be called upon to do out of tax money. In this respect the government helps encourage and promote private giving to worthwhile charitable organizations.

The true cost of giving varies, depending on the income of the donor and the type of contribution. Here is a table showing the actual after-tax cost of a \$100 cash gift to the *University of Oklahoma Foundation*.

<i>Taxable Income (Single Person)</i>	<i>Cost of \$100 Gift After Tax Deduction</i>
\$ 6,000	\$ 74
10,000	66
20,000	47
50,000	28
100,000	13

Therefore, an individual with an adjusted taxable income of \$50,000 can give away \$1,000 and the true cost to him is only \$280.

There are other kinds of gifts which cost even less. For instance, a gift of appreciated property carries with it a deduction at the current market value without any corresponding requirement that the donor recognize the amount of the increase in value as income. The savings are very significant. Similar deductions and savings can be made on life insurance policies, trust agreements, annuities, and other securities.

Effective giving to charity calls for expert advice, particularly if tax advantages are an objective. Every contributor, regardless of the size of his gift, can recognize certain tax savings. Problems of timing of the gift, the kind of property to give, and the most desirable form of giving may be involved. Concrete decisions should be based upon the advice of an expert familiar with the donor's situation. Additional information can be received by contacting the *University of Oklahoma Foundation*.

The *Foundation* is a recognized tax exempt corporation, organized for the sole purpose of soliciting and receiving gifts and bequests for the exclusive benefit of the *University of Oklahoma*. Offices of the *Foundation* are located in the *Memorial Union Building*, Norman, Oklahoma.