



**MADD**

Mothers Against Drunk Driving™  
Les mères contre l'alcool au volant™

## What types of publicly listed securities benefit from this tax break (lower capital gains inclusion rate)?

Publicly listed securities such as:

Stocks

Bonds

Mutual Fund Units

Company Shares



## MADD Canada Planned Gifts: Publicly listed securities

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# MADD Canada Planned Gifts: Publicly Listed Securities

This is the most tax-effective way to make a donation:  
You can donate your stocks and bonds to MADD Canada  
with the help of your financial advisor.

*Stop impaired driving and plan your tax wise gift.  
Make a planned gift to MADD Canada... today.*

## How do I give publicly listed securities to MADD Canada?

**In order to establish a gift of publicly listed securities to Mothers Against Drunk Driving (MADD Canada) it is necessary to seek independent advice from your lawyer, accountant and/or financial planner. You just need to determine which type of publicly listed security you would like to donate.**

Gifts of publicly listed securities have become popular since the federal government cut in half the taxable gain for gifts of listed securities. The introduction of the incentive means that in most cases, a gift of appreciated publicly listed securities - stocks, bonds, mutual fund units and shares - **is the most tax-effective way to make a donation.** When these assets are given to MADD Canada as a gift, only 25% of the capital gain is taxable income. If the security were to be sold instead, with the proceeds donated to charity, 50% of the capital gain would be taxable. MADD Canada will sell the gift of securities and use it in our work to stop impaired driving and support victims of this violent crime.

### What benefits do I receive if I give publicly listed securities?

Should you give a gift of publicly listed securities to MADD Canada, you will:

- Receive satisfaction from knowing that your gift will stop impaired driving and support victims of this violent crime.
- Reduce the amount of capital gains taxes on your appreciated securities

**Please talk to a professional advisor.** The information presented here is intended to give you an overview of this type of planned gift. We strongly recommend that you obtain independent professional advice to ensure your financial goals are considered, your tax situation is reviewed, and your planned gift is tailored to your individual circumstances.



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