



for a living planet[®]

A Gift of Stocks and Securities



Saving the planet is now less taxing!

Donating publicly-traded stocks and securities provides a tax-advantageous way to support WWF-Canada.

When you make a gift of stocks, you receive a tax receipt for the fully appreciated value of your gift, and will not have to pay tax on the realized capital gain. The receipt value will reflect the closing price on the transfer date. The standard capital gain inclusion rate of 50 percent on selling shares is eliminated when you transfer your shares to WWF-Canada rather than selling the stocks and donating the proceeds. You may transfer publicly traded stocks and securities electronically from your brokerage account to WWF-Canada's brokerage account, which is maintained with RBC Dominion Securities. Just provide the Letter of Instruction (see over) to your broker and ask that they transfer your shares to WWF-Canada.

**Account #421-41471-10
(FINS#T002, CUID DOMA, DTC 5002)
For Mutual Funds transfers - Dealer 9190,
Rep KGH**

2 Bloor Street East, #2300
Toronto, ON M4W 1A8
Tel: 416-974-2979
Fax: 416-974-3011

Gifts of Stocks and Securities Illustration:

	Sell Shares & Donate Cash	Donate Shares Directly
Fair market value	\$10,000	\$10,000
Original purchase price	\$2,000	\$2,000
Capital gain	\$8,000	\$8,000
Taxable gain	\$4,000 (50 percent)	\$0 (0 percent)
Tax credit (assuming 25 percent)	\$2,500	\$2,500
Tax on gain (at 50 percent)	\$2,000	\$0
Tax savings	\$500	\$2,500

** When making decisions concerning your Estate, please seek independent professional advice from your lawyer or financial advisor.*



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Letter of Instruction **How to Transfer Securities**

Today's Date: _____

Donor Name: _____

Address: _____

Phone: _____

Email: _____

Broker's Name: _____

Address: _____

Please accept this letter as
your instructions to transfer: _____

*(Name and Number of Shares) from my Account
(Account number) to WWF-Canada.*

It is important that this transaction
is completed by no later than: _____

Donor Signature: _____

**WWF-Canada maintains a brokerage
account with RBC Dominion
Securities: Account # 421-41471-10
(FINS#T002, CUID DOMA, DTC 5002)
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9190, Rep KGH:**

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Toronto, Ontario M4W 1A8
Tel: 416-974-2979
Cell: 416-974-3011

*Please send a copy of this completed
Letter of Instruction to WWF-Canada
so that we may ensure you receive
your tax receipt in the same timely
manner to which you are accustomed.*

I'm here to help.



Maya Ahmad
Legacy support at
WWF-Canada
1-800-267-2632 ext. 7263
mahmad@wwfcanada.org

WWF-Canada Head Office

410 Adelaide St. West, Toronto, ON M5V 1S8
Tel: 1-800-26-PANDA (72632) Fax: 416-489-8055
wwf.ca

Legal Name: World Wildlife Fund Canada
Charitable Registration Number: 11930 4954 RR0001

Photo credit:

Front: © Lawrence Sawyer, Common Loon pair on foggy lake

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Nature (also known as World Wildlife Fund) ® "WWF"
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WWF-Canada is a federally registered charity
(no. 11930 4954 RR0001), and an official national
organization of World Wide Fund For Nature,
headquartered in Gland, Switzerland. WWF is known
as World Wildlife Fund in Canada and the US.