

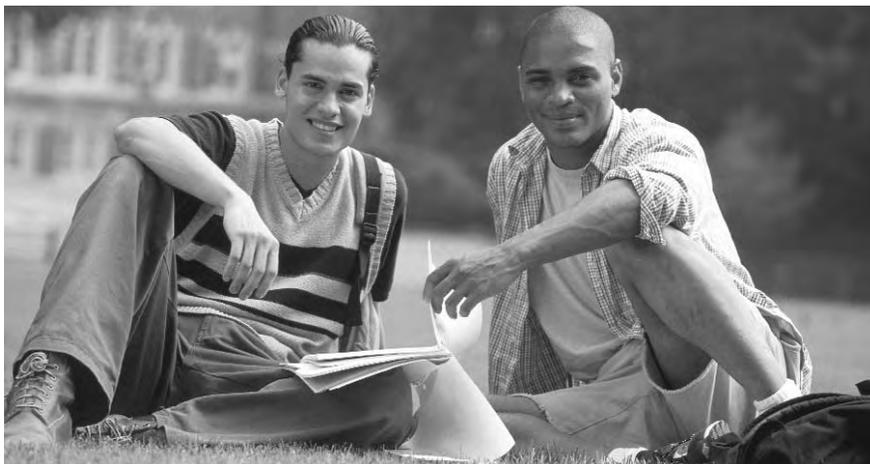
Pathways

A Lasting Legacy

A FINANCIAL AND CHARITABLE PLANNING GUIDE



A Smart Strategy for Your Stock Cash In on the Value of Appreciated Property



When your stock's value increases, the taxes you owe on the capital gain if you sell the stock also increase. These taxes are generally charged at a maximum federal rate of 15 percent. When you give publicly traded stocks held long term (owned for more than one year) to a qualified charitable organization such as ours, you avoid all capital gains taxes.

The benefits don't stop there. In addition, you may take the full fair market value of the stock gift as a charitable deduction on your income taxes up to 30 percent of your adjusted gross income. If you are unable to take the entire deduction in the year of the gift, you may carry the excess deduction forward for up to five additional years.

You can benefit even if you own appreciated stock that you wish to keep in your portfolio. By giving the Community College of Philadelphia Foundation the stock and using your own funds to buy new shares of the same stock, you will receive the same income tax deduction but have a new, higher cost basis in the newly acquired shares.

If you have stock losses, sell the stock yourself to realize the loss and take the allowable deduction for tax purposes. Then generate a charitable deduction by donating the cash proceeds of the sale to us. Feel free to call a representative at the Community College of Philadelphia Foundation, as well as consult your professional advisors, with questions.

Investing 101

- **Think long term.** Studies show that those who hold on to their stocks outperform those who trade often.
- **Don't buy just because it's "hot."** Trends are too hard to predict. If a stock has skyrocketed, it has a greater chance of plummeting at the same speed.
- **Reinvest.** Rather than spending your regular dividend checks, put them back into your investments.
- **Diversify your portfolio.** Invest in a mix of stocks and bonds that spreads your risk among various companies and sectors and reflects your income needs.

Community
College
of Philadelphia

Foundation

Does Your Will Reflect Your Life?

Good Things Happen When You Make a Bequest

Tens of thousands of people annually provide financial support to organizations like ours. We rely on these generously donated funds and assets to help finance special programs, endowment campaigns and our everyday work.

When one of our donors dies, however, this relationship of mutual support may die, too—unless that donor has made prior arrangements to include us in his or her will or revocable living trust.

Such thoughtful planning can take several forms. For example, you can make a bequest of a specific dollar amount or asset, or a percentage of your residuary estate. An alternative is to name us as the contingent beneficiary, which provides for us in the event your loved ones do not

survive you. You can also make a memorial or honorary gift to support our mission while paying tribute to someone you admire.

By naming our organization in your will or trust, you can:

- Extend the support you have provided during your lifetime.
- Guarantee that your positive influence will continue to be felt.
- Provide your heirs with potential tax benefits.
- Reduce future estate taxes.
- Make a meaningful and lasting contribution to society.

Whatever your choice, a bequest can reflect your support of our mission long after you are gone and help us make our dreams for the future come true.



Join Us and Bill Cosby—Thursday, Dec. 13

More than four decades ago, Community College of Philadelphia opened its doors with the guiding vision that education should be a right for all, not just a privileged few. Since then, dedicated individuals, families and organizations have helped sustain this founding principle. Please plan to join us for the first-ever Pathways Breakfast in celebration of those individuals, families and organizations who have dedicated themselves to helping others on their path to numerous possibilities.

A highlight of the breakfast, which will take place at the DownTown Club on sixth and Chestnut St., will be the presentation to Dr. Bill Cosby of the first-ever Bonnell Award, named after our first and founding president Allen T. Bonnell.

For ticket or sponsorship information, contact Elise Morgan at emorgan@ccp.edu or (215) 751-8022.

Community
College
of Philadelphia
Foundation

Susan Piergallini
Vice President for Institutional Advancement
1700 Spring Garden Street, Annex-7th Floor
Philadelphia, PA 19130
(215) 751-8205
spiergallini@ccp.edu
www.ccp.edu