

# Smart Giving



Paul Schmittacher

Giving back can be as simple as writing a check to a charity, but sometimes the most efficient and effective contribution—the “smart” gift—isn’t a gift of cash. Donors often find greater tax advantages when contributing appreciated assets like real estate or stock, frequently allowing them to make a gift at a lower net cost than writing a check, while also helping to avoid paying a tax on the capital gain.

Local financial planner Amy Jamrog, owner of The Jamrog Group in Northampton, worked with a couple who wanted to create

Financial Advisor Amy Jamrog and Attorney Len Jekanowski teamed up to help a local couple maximize the charitable benefits of a gift of real estate and establish an anonymous donor advised fund.

something meaningful during their lifetimes, “We decided to use real estate to achieve their philanthropic goal since it was an appreciated asset in a down stock market.” Her clients also wanted to be anonymous, so Amy called the Foundation to achieve both goals, helping her clients turn a two-family rental property into a charitable gift.