SMART GIVING

MAXIMIZE YOUR ASSETS
- Stocks
- Mutual Fund Shares
- Real Estate
- Bonds
- Life Insurance

Donate Directly
Donating long-term appreciated assets directly to Columbia Business School has more impact than donating the cash proceeds from selling those assets.

Tax Advantage
Your gift may reduce or eliminate taxes on your donated asset. For example, by donating appreciated securities directly, you can avoid capital gains tax on the amount of appreciation.

To find out more about the tax advantages of giving to Columbia Business School, please consult your financial advisor.

Interested in donating your assets to Columbia Business School? Contact Lisa Yeh, Vice Dean for External Relations and Development, at 212-854-5359 or ly2019@gsb.columbia.edu.