

BUSINESS INTERESTS

For many business owners, their company represents years of hard work, stewardship, and vision. What many do not realize is that ***their business may also hold significant potential to advance the Great Commission.***

Through thoughtful charitable planning, ***business interests can become powerful tools for expanding gospel impact while helping reduce unnecessary taxes.*** Cru Foundation has decades of experience helping generous business owners align their business success with their desire to support ministry. Whether you own a family business, professional practice, or closely held company, your business may hold opportunities for strategic generosity.

HOW DOES IT WORK?

Every situation is unique, but the process typically includes:

1. **SHARE ABOUT YOUR BUSINESS AND MINISTRY GOALS**
   Our team learns about your company and your vision for generosity.

2. **EVALUATE THE OPPORTUNITY**
   We work with you and your advisors to explore possible structures.

3. **DONATE A NON-CONTROLLING INTEREST**
   You transfer a minority interest in the business.

4. **MINISTRY IMPACT MULTIPLIES**
   Proceeds from a business sale or current distributions flow to charities through a donor advised fund or directly to Cru ministries.



cru FOUNDATION

100 Lake Hart Drive, #3600 • Orlando, FL 32832 • (800) 449-5454 • Fax (407) 541-5106
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Accelerating the Great Commission through *smarter generosity.*

Cru Foundation provides information and assistance related to estate design and gift planning. Communications with our staff are not intended as, nor should they be construed to be, legal or tax advice and are offered for educational purposes only. You should seek legal and/or tax advice from your professional advisors prior to making any planned gift.

WHY CONSIDER GIVING BUSINESS INTERESTS?

Gifts of business interests can be a win-win-win: greater ministry impact, better cash flow for the business, and a greater sense of meaning and purpose for the steward. When structured properly, a gift of business equity may:

- **GENERATE A CHARITABLE TAX DEDUCTION**
  Based on an appraisal of the fair market value of the donated shares.

- **REDUCE OR AVOID CERTAIN CAPITAL GAINS TAXES**
  Because Cru Foundation is a public charity, we can hold or sell the shares without the same tax implications as a private individual.

- **CREATE A NEW SOURCE OF GENEROSITY**
  Many donors discover they can give more tax-advantaged money to ministry through their business than they previously imagined.

- **PRESERVE VOTING AND MANAGEMENT CONTROL**
  Business interest gifts can be structured so that you retain voting and management control of the business.



PLEASE REACH OUT WITH ANY QUESTIONS. WE LOOK FORWARD TO SERVING YOU.

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