



**CWC LA Stock Donation Implementation Plan**  
**Proposed**  
**11/13/14**

Donations of stock require the following: the school code you desire the donation to go to, CWCLA's Schwab Account Name, CWCLA's Schwab Account Number, the date of transfer, and DTS number. Also, please be sure to request that your brokerage include the valuation of the stocks on the date transferred to Schwab.

CWC School Codes	
CWC Hollywood	CWCH
CWC Silver Lake	CWCSL
CWC Mar Vista	CWC MV

CWCLA Schwab Account Name	
CWCLA Schwab Account Number	

Without this information your donation is subject to delays in processing, and issuance of your tax letter.

**Process for Donating Stocks from a Schwab Account (0164) Code 40**

- 1) Request a "Schwab Charitable Gift Transfer Letter of Authorization" from Schwab.
- 2) Fill out the Schwab Charitable Gift Transfer Letter with the CWCLA Account number and Account Name. Please indicate the school you wish your stock donation to be allocated towards using your school's abbreviation. (i.e. CWCMV, CWCH, or CWCSL).
- 3) Email a copy of your completed Schwab Charitable Gift Transfer Letter to the Regional Development Manager [Maguilar@cwcclosangeles.org](mailto:Maguilar@cwcclosangeles.org)
- 4) Scan & email, fax or hand-deliver your Schwab Charitable Gift Transfer Letter of Authorization with a signature to Schwab.
- 5) You will receive a confirmation letter from Schwab when your stocks have been transmitted.

**Process for Donating Stock from a non-Schwab Accounts**

- 1) Please write a Letter of Authorization to your bank requesting the number of shares you would like to donate from your account. In the Letter of Authorization include the **date**

**of transfer, the intended school recipient's name, Schwab Depository Trust Company number (0164), CWCLA Account Number, and School Code (CWCH, CWCSL, CWCMV).**

2. Email a copy of the letter to the Regional Development Manager at [Maguilar@cwclosangeles.org](mailto:Maguilar@cwclosangeles.org)
3. Scan and email, fax or hand-deliver your Letter of Authorization to your bank.
4. You will receive a confirmation letter from Schwab when your shares have been transmitted.

### **CWCLA Stock Donation Policy**

*Authorized Agents:* Authorized agents are the only people who can turn a stock into cash and direct deposit the cash into school bank accounts. The Authorized Agents for the CWCLA Schwab account are:

Executive Director  
CWC Los Angeles

Tait Anderson, CEO  
Excellent Education  
CWCLA's financial services provider

Mariana Aguilar  
Regional Development Manager  
CWC Los Angeles

*Order Types:* Once stock donations are received, they will be flagged as Market Order. Thus, our policy is to sell all stocks upon receipt, or at market open.

*Valuation of Stock Donation:* Per requested in the Letter of the Authorization, the Delivering Bank will provide the valuation of the stock donated. In the case that it is not provided, the valuation of the stock will be based on the average of the high and low price on a given date.

*Tax Deductible Receipts:* The donor will receive a Confirmation Letter from Schwab that the transmission of stocks was successful. CWCLA will issue donors a tax-deductible receipt for an amount based on the valuation of stock donation policy for the shares within 30 days of confirmation of the stock donation. The Development Manager will provide ExED with a copy of the Letter of Authorization.

*Transaction Costs:* The Schwab Online Commission Schedule is \$8.95 per transaction.

### **Tracking Stock Donations**

- 1) Development Manager will log In to Schwab and view position screen. The Development Manager will tag all stocks as "Market Order."
- 2) The Develop Manager will locate a corresponding Letter of Authorization that documents the same security, and number of shares.

- 3) Using the Letter of Authorization the Development Manager will create a donation in the amount listed on the tax-deductible receipt in Nation Builder under the corresponding school and individual.
- 4) The donation will be tracked with the following CWCLA internal tracking code: H\_SD14 – Hollywood Stock Donation, MV\_SD14 – Mar Vista Stock Donation, SL\_SD14 – Silver Lake Stock Donation.
- 5) In the case that there is not a corresponding Letter of Authorization, the Development Manager will contact Schwab and request the name of the donor, in which case the bank of the donor will be contacted. If after significant effort to contact the donor, efforts are unsuccessful, the gift will be divided equally among all three CWCLA schools.

### **Turning Stock into Cash**

- 1) Stocks donations will appear in the Schwab dashboard. The Development Manager will tag them as Market Order. Thus, all stocks will be sold upon receipt or at market open.
- 2) Cash will be available in the Schwab Account Cash Bucket upon sale completion.

### **Depositing Money**

Once stock donations have been sold, the cash will be stored in the Schwab Account Cash Bucket. In order to allocate the cash into the corresponding school, the following process should be followed:

- 1) The Development Manager will use the Nation Builder Export to locate the donor and the affiliated school recipient for each stock donation.
- 2) In order to record the amount of cash owed to each school, the Development Manager will use the Account Transaction History to identify the total amount of sales proceeds related to each stock donation. The Account Transaction History includes a full list of transactions, shares sold, and sales proceeds.
- 3) In the case that shares for a given stock donation were sold separately, the Development manager will calculate the total proceeds from all related transactions.
- 4) The Development Manager will itemize the proceeds of all transactions related to stock donations of each school independently.
- 5) The Development Manager will then deposit the calculated total proceeds into the corresponding school's bank account using Money Link. Deposits can take up to three days to appear.
- 6) In the case that it was donated to CWCLA, evenly distribute the income into all three-school bank accounts.

Once stock donations have been sold, and proceeds deposited into the corresponding bank, ExED will calculate the amount of income tax owed.

### **Gains and Losses on Stocks**

- 1) ExED will record gains and losses related to the sale of donated stock reflecting the difference between the contribution amount and the net proceeds prior to sales commission. The net gains or losses will be reflected on school's Statement of Activities.

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