



# Turn your business success into lasting impact

*Using a donor-advised fund as part of your exit strategy*



When you sell your business, you unlock more than financial gains. You open the door to a lasting legacy.

A donor-advised fund (DAF) lets you turn a portion of your company into meaningful giving—on your timeline, to the causes you care most about. And with the right planning, it can also offer substantial tax advantages.

## Why consider a DAF before your sale?



### Avoid capital gains tax

Contribute shares to a DAF before your sale closes, and eliminate capital gains tax on those shares.



### Charitable deduction now

Receive an immediate income tax deduction - up to 30% of AGI - for the fair market value of the gifted shares.



### Give at your own pace

There's no pressure to decide where to give right away. Your fund is ready when you are.

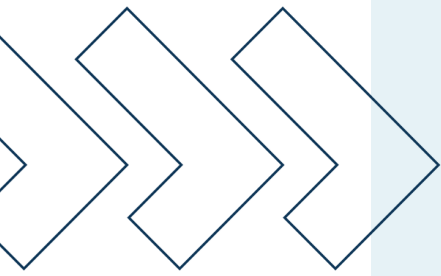


### Make your mark

Support the causes that matter most, involve your family, and create a giving legacy that lives beyond the deal.

## A few things to know:

- The gift must be completed before the sale is legally binding
- You'll need a qualified appraisal to determine the gift's value
- Your advisor and legal team can coordinate timing and paperwork
- Ren and Renaissance Charitable Foundation (RCF) specialize in handling complex charitable assets—including business shares



**Ask your advisor if a DAF is right for your exit strategy**

To learn more about donor-advised funds and how Ren supports strategic giving, visit [reninc.com](https://reninc.com).