

To Give and Receive

The gift-giving season is officially here, and over the next few months many gifts will be given and received.

Unfortunately, every year many of these gifts are given, received, and soon forgotten, having no real meaning or lifetime value. This is a shame. However, there is a way to make your gifts very meaningful and helpful, while at the same time receiving something for yourself in return.

One very popular and effective way of doing this is through charitable giving. Of course, the main benefits of charitable giving are the spiritual and emotional blessings that come from helping a cause or organization that is dear to your heart, while making a difference in peoples' lives for a long time. However, in many

Retirement & Estate Planning



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circumstances, you can also gain some financial benefit for yourself as well.

One of the main financial

benefits of charitable giving is the tax deduction you receive for your gift. In addition, some charitable planning strategies can provide you additional benefits as well. For example, some financial gifts can give you a large tax deduction along with a very good income for the rest of your life.

Unfortunately, many people have no idea about how and where to do charitable giving, in addition to the many benefits that it can provide. Charitable planning can be done by working with a non-profit organization, an independent charitable organization, and/or your financial advisor. You can also work with your local community foundation, which can help facilitate gifting the proper way by using the appropriate tools to benefit the charities of your choice as well as yourself.

Join me on the **It's Your Money** Show next week as we will be discussing financial and retirement planning, and other investment topics of interest. The show airs on WMEQ (880 AM) on Thursday at 7:30am and Saturday at 9:00am, as well as on WWIB (103.7 FM) on Wednesday at 7:30pm and Saturday at 5:30pm. You can also obtain this information and independent advice for your specific situation by contacting me at **(715) 835-6022** or **info@KeyStoneCV.com**, or through our website, **www.KeyStoneCV.com**.

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