



The Smarter Giving Guide for Clean Water

Maximize your giving strategy.
Bring clean water to people in need.

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A Note From Kees

Our Legacy Giving Lead

I'll be honest – when we first decided to create a guide on the tax benefits of donating non-cash assets, my head started to spin. How do you turn something as dry as tax strategy into something that's actually compelling?

Then I thought about why we were doing this.

I closed my eyes and remembered my last trip to Malawi. I pictured a community in the southern part of the country – filled with laughter and life – where kids were still giddy from the arrival of clean water just days before. I saw their joy and energy – the kind that comes when the burden of something as basic as access to water is lifted.

That's when our partner and guide, Thoko, told me about Fefe.

A few years ago, when he first surveyed the region, he was immediately met with a plea: "Drive five miles that way. There's another community that needs water."

No maps showed Fefe. No roads led to it. When Thoko arrived, he was met with cautious, weary eyes. He explained who he was and how he had heard about them. The elders listened and then told him something heartbreaking: They hadn't seen a car in five years.

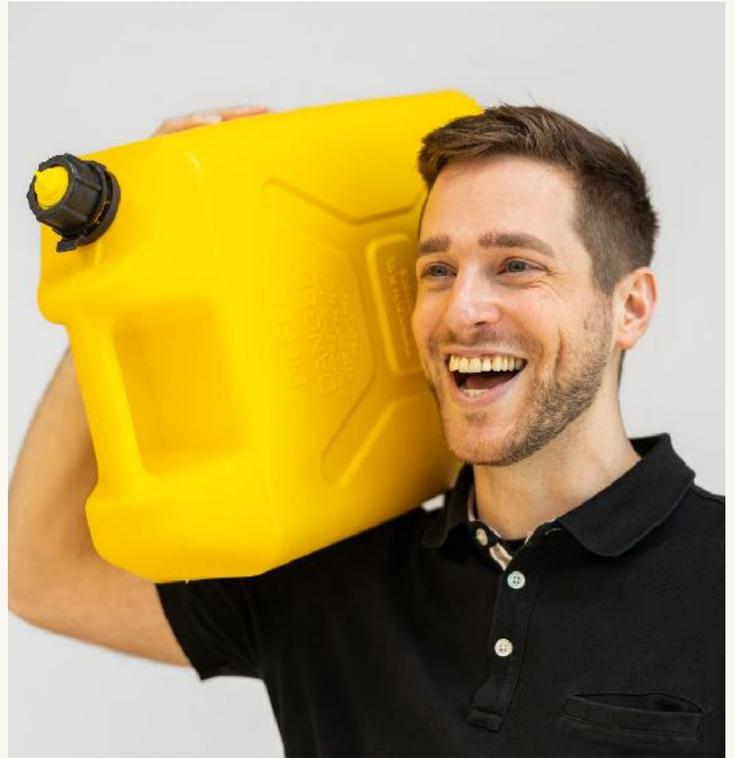
This was a last-mile community in every sense of the word. Community members walked five miles one way in the punishing heat to collect whatever water they could from a dry riverbed.

Thoko saw what we see all too often: a community teetering on the edge of survival. So, he added them to the project plan.

Fast-forward to today: Fefe has clean water, and the community is thriving. Kids who once spent their days hauling heavy jerry cans now spend them learning, playing, living.

As I stood there, watching those kids run – kids the same age as mine – I thought about Mark.

Mark was a charity: water supporter. A planner. A saver. He built a future for himself with a diversified IRA full of bonds and high-growth mutual funds. But what he may not have realized decades ago was that his financial planning would one day save lives.



When Mark passed, his IRA was liquidated and put to work. His investments – built over a lifetime – funded a solar-powered piped system in Tanzania that will bring clean water to over 10,000 people.

Think about that.

A younger version of Mark, a tradesman, methodically contributing to his retirement, unknowingly setting in motion a chain of events that would change the trajectory of communities halfway around the world.

But here's the thing – you don't have to wait.

The truth is, many of us are sitting on assets – stocks, crypto, IRAs, donor-advised funds – that could change lives today. You don't have to choose between planning for the future and making a difference right now. You can do both.

Philanthropy is changing. Cash is tight for many, but wealth – the kind sitting in investments – is still growing. And so are capital gains taxes.

That's why we created this guide: to show how you can leverage your assets for something bigger. Something lasting. Something that, one day, might leave a legacy like Mark's – or start changing lives while you're still here to see it.

Because when you look beyond the numbers, the tax benefits, the spreadsheets – what you really see is the potential to end the global water crisis and invest in human flourishing.

And that's a story worth telling.

A Smarter Way to Give

Since 2006, charity: water has brought clean water to over 20.2 million people. That's millions of lives changed, families thriving, kids staying in school, and communities building brighter futures – thanks to our remarkable supporters.

And while we've made incredible progress, we need to move faster. At our current pace, research shows the global water crisis won't be solved until 2057. That's far too long for the 703 million people still waiting for clean water.

At the same time, traditional giving is changing – economic pressures have made it harder for many to give the way they used to.

But here's the good news: there are savvier ways to give – ways that not only help bring clean water to more people but also offer financial benefits to you. By leveraging stock donations, cryptocurrency gifts, donor-advised funds, and qualified charitable distributions, we can accelerate progress and solve this crisis in our lifetime.



This guide was created to help you make the most of your giving.

Each gift type brings unique tax benefits, allowing you to donate in a way that maximizes your giving strategy and, ultimately, brings clean water to people still waiting on it. And while some of the stories included in this guide may be fictional, they represent real stories – real people – we witness every day.



charity: water can't provide specific legal, financial, or tax advice because each family's situation is unique. Please consult with your tax or financial advisor to determine the tax/financial implications for you and your family. Please note that all figures included in this guide are based on 2025 tax law.



Donor-Advised Funds

A donor-advised fund (DAF) is like your own charitable savings account. It allows you to make contributions, receive an immediate tax deduction, and recommend grants to charities over time – giving you flexibility in how and when you give. While DAFs offer convenience and control, the average annual payout rate is only around 24%. That means a large share of charitable dollars often remains unused year after year. You've set aside these dollars to do good. Now's the time to put them to work – bringing clean water to the people who need it most.

BENEFITS

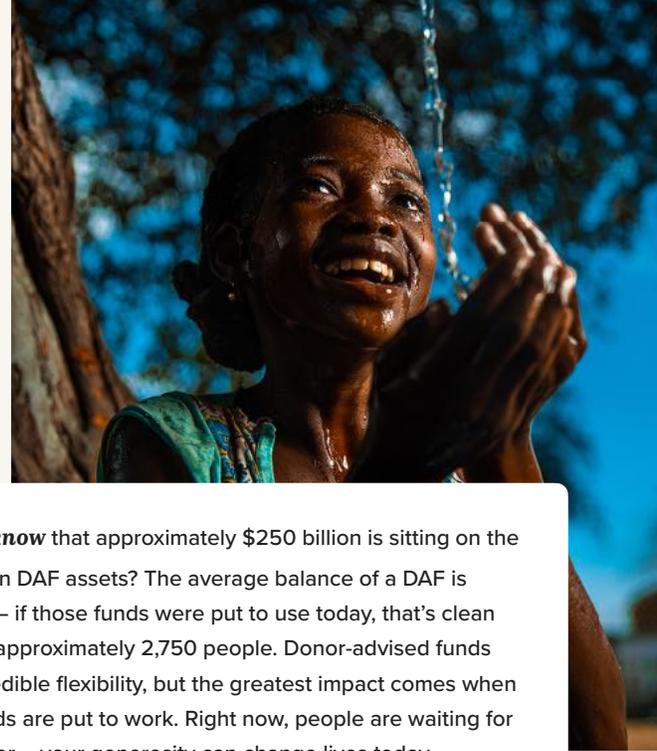
- 1 Retain the flexibility to make grant recommendations over time.
- 2 Receive an immediate tax deduction when contributing to your fund.

IN ACTION

There are many ways charity: water supporters can utilize donor-advised funds. Here's one example: sponsoring a water project costs about \$10,000 on average – an incredible investment in transforming lives with clean water. But what if you don't have the funds for a sponsorship right now? A donor-advised fund lets you build toward that goal over time, kind of like a savings account for giving. By contributing monthly to your DAF, you can grow your impact and, when you're ready, fund an entire water project that will change a community forever.

A Note on DAFs

Donor-advised funds offer a powerful way to bridge spontaneous generosity with long-term, strategic giving. They allow supporters to plan their impact thoughtfully while still remaining responsive to urgent needs. Given the magnitude of the global water crisis, now is the perfect time to move your resources off the sidelines and into action, helping bring clean water to communities who need it most.



Did you know that approximately \$250 billion is sitting on the sidelines in DAF assets? The average balance of a DAF is \$110,000 – if those funds were put to use today, that's clean water for approximately 2,750 people. Donor-advised funds offer incredible flexibility, but the greatest impact comes when those funds are put to work. Right now, people are waiting for clean water – your generosity can change lives today.

FREQUENTLY ASKED QUESTIONS

What types of assets can I donate to a DAF?

You can donate a variety of assets to a DAF, including cash, stocks, mutual funds, cryptocurrency, and in some cases real estate. Cash donations are deductible up to 60% of your AGI, while appreciated assets like stocks, crypto, or real estate (held over a year) let you deduct their fair market value (up to 30% of AGI) and avoid capital gains taxes – provided you itemize.

Are DAF contributions tax-deductible?

Yes, contributions to a DAF are generally tax-deductible in the year they are made. You can claim the deduction for the full value of the assets you donate, which can offer a meaningful tax advantage. However, it's important to remember that a direct donation to charity: water provides the same tax benefits – while putting your gift to work immediately to bring clean water to those who need it most.

Donate through your **donor-advised fund**

- To give via DAF, please direct your DAF provider (i.e. Fidelity Charitable, Vanguard, etc.) to make a gift using charity: water's Federal EIN, 22-3936753.
- Note that charity: water will be listed under our legal name, Charity Global, Inc., or our DBA, charity: water.
- Due to the limited information we receive from DAF sponsors, please use "[Your name] – DAF" on any references or memos.



An Emptied DAF. Communities Forever **Changed.**

Each morning in Uganda's Lukka District, Grace awakens before dawn with renewed hope. For decades, her daily routine included a grueling three-hour journey for water – water that was brown, contaminated, and made her children sick. But today, she simply walks two minutes to the tap stand that now provides her with clean water.

The piped system delivers crystal-clear water from a protected spring in the hills above, flowing through carefully installed pipes to multiple tap stands throughout the community. Children who once missed school due to waterborne illnesses now attend regularly, and Grace has started a small vegetable garden with her newfound time.

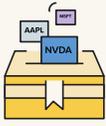
And a **donation from a donor-advised fund** halfway across the world made this transformation possible.

In Palo Alto, California, Anish and Shreya had established a donor-advised fund years ago during their early days in the tech industry. However, as they became increasingly busy with work and family responsibilities, a significant portion of their charitable funds had remained sitting idle in the account.

During their annual financial review, they realized these resources could be making a real difference rather than just accumulating. They connected with a charity: water representative to explore how their unused DAF funds could create immediate impact. After learning about various projects, they made a grant from their DAF to charity: water – one that was significantly larger than their usual gifts.

With the funds that had been set aside in their DAF, they provided clean water to Grace's community – and eight other communities as well – transforming not just access to water, but entire futures. The difference that Anish and Shreya made was more profound than they ever could have imagined because they unlocked the full potential of their DAF.

The DAF structure had allowed Anish and Shreya to contribute when it made financial sense, but now they discovered the joy of putting those resources to work. No administrative burden, no new contributions needed – just activating dormant charitable dollars that were already set aside, creating life-changing impact.



Stock Gifts

Donating appreciated stocks is one of the savviest ways to support our work – both for impact and the tax benefits you receive. By directly gifting appreciated securities, you can avoid capital gains taxes and claim a tax deduction based on the full market value of your stocks, provided you itemize. This means you can give more to fund clean water projects and simplify your tax strategy versus selling the stock and donating cash.

BENEFITS

- 1 Gifts of assets, like stock or real estate, can often save you far more on taxes than gifts of cash.
- 2 Avoid all capital gains taxes.
- 3 Receive an income tax deduction for the value of the assets (if you've had them for more than a year).

IN ACTION

If you donate \$10,000 in stock that you originally purchased for \$5,000, you not only avoid paying capital gains tax on the \$5,000 appreciation, but you can also deduct the entire \$10,000 from your taxable income – maximizing your impact and tax benefits.

A Note on Stock Gifts

Donating appreciated stock transforms market gains into meaningful impact – a tax-efficient giving strategy in any economic climate. By gifting appreciated securities held for over a year, you can avoid capital gains taxes (15-20%) and deduct the full fair market value (up to 30% of AGI, if you itemize), making your charitable dollars go further. This strategy allows you to give more to fund clean water projects than if you sold the stock and donated cash.

Did you know over the past five years, the S&P 500 – one of the most widely recognized indexes – has grown by more than 120%? With 62% of U.S. households owning stock, donating appreciated shares to charity can be a smart way to give, offering significant tax benefits while making a meaningful impact.

FREQUENTLY ASKED QUESTIONS

Are stock donations tax-deductible?

Yes! Stock donations to qualified 501(c)(3) organizations are tax-deductible. The tax deduction is generally based on the fair market value of the stock at the time of the donation, and you can deduct up to 30% of your adjusted gross income (AGI) for donations of appreciated securities.

How is the value of my stock donation determined?

We work with our trusted broker to determine the value of your stock donation. The donation value is determined by the stock's fair market value on the date of the donation. For publicly traded stocks, this is generally the average of the highest and lowest prices on the date of the donation.

Donate stock today

- Please notify thetributary@charitywater.org of your stock gift, including the ticker symbol and amount of shares.
- In many cases, stock donations do not come with donor data. Providing the ticker symbol of the stock donated and the number of shares will help our team correctly identify your stock donation.
- If you have any questions, please contact our team at thetributary@charitywater.org.
- The security that you wish to donate can be electronically transferred directly to charity: water's account, as follows:

National Financial Services, LLC

DTC: 0226

Account Name: Charity Global, Inc.

Account Number: 668194221



89 Shares. Clean Water for Hundreds.

14-year-old Abeba rises with the sun in her village outside Tigray, Ethiopia. Unlike her childhood days of walking miles for water, she now heads straight to her community's water point – a well with a hand pump that draws clean, safe water from deep beneath the earth's surface.

All of this was made possible by an unexpected source:
89 shares of Procter & Gamble stock.

Half a world away in Cincinnati, Ohio, Paul and Natalie are raising three kids with a deep belief in making the world a better place. In 2007, right out of college, they began purchasing company stock at \$60 per share through their employer, Procter & Gamble. As life got busy with careers and kids, they didn't pay much attention to those early investments, but their brokerage account quietly grew.

Then they learned about a smarter way to give: donating stock instead of cash.

With a growing family, cash was often tight. But their portfolio had grown exponentially. Donating stock meant a bigger gift for causes they cared about, a tax deduction for the full current value, and no capital gains taxes on donated shares.

Their gift of 89 P&G shares funded the well that now provides Abeba's community with clean water, giving her time back for school, protection from disease, and hope for her future.

Paul and Natalie may never meet Abeba, but their simple shift in giving created a legacy that will live on for generations – all starting with stock they hardly thought about.



Qualified Charitable Distributions

Qualified charitable distributions (QCDs) offer a tax-smart giving strategy for donors aged 70 ½ and older utilizing individual retirement accounts (IRAs). By directing funds directly from an individual's IRA to charity: water, they can satisfy their required minimum distribution (RMD) for the year, which is the minimum amount that an individual must withdraw from their IRA each year once they reach age 73, without increasing their taxable income.

BENEFITS

- 1 Reduce taxable income.
- 2 Counts towards your RMD for the year.

IN ACTION

If you've recently turned 70 ½, you aren't yet required to take your IRA's RMD until age 73, but you might still want to support charity: water's mission tax-efficiently this year. You can direct funds as a QCD from your IRA to charity: water, keeping the amount out of your taxable income while making access to clean water a reality. This tax-smart gift lets you fund clean water projects without waiting until you're required to take your RMD.

A Note on QCDs

The benefits of QCDs make them particularly attractive to our retirement-age supporters who want to maximize both their charitable impact and tax benefits. By directing funds that would otherwise be taxed as ordinary income straight to charity: water, donors can make their charitable dollars stretch further while helping us implement sustainable water solutions around the world.

Did you know that thanks to a recent update to the SECURE Act 2.0, starting January 1, 2025, if you're 70 ½ or older, you can make a one-time donation of up to \$54,000 from your IRA to fund a charitable gift annuity (CGA)? This counts as a qualified charitable distribution, reducing your taxable income without needing to itemize, and can help meet your required minimum distribution. You'll receive fixed lifetime payments, and the remainder can support charity: water's mission to bring clean water to communities in need.

FREQUENTLY ASKED QUESTIONS

**Please note that these figures may vary annually. Check with your financial/tax advisor to confirm current tax law.*

Who can make a QCD?

You must be at least 70 ½ years old to make a QCD.

How much can I donate through a QCD?

You can donate up to \$108,000 per year from your IRA through QCDs. Married couples can each donate up to \$108,000, for a combined total of \$216,000 if both meet the eligibility requirements.

Can I use a QCD to fulfill my required minimum distribution?

Yes! If you're 73 or older, QCDs can count toward your RMD for the year as long as the funds are directly transferred to the charity. This can help lower your taxable income if you're required to take an RMD.

Do I have to pay income taxes on QCDs?

No, QCDs are not subject to income tax. The amount of the QCD is excluded from your taxable income, which can help reduce your overall tax liability.

Make a **qualified charitable distribution** today

- To make a qualified charitable distribution, simply notify the provider of your traditional IRA and share the information below.
- Once you've made your QCD, let us know at thetributary@charitywater.org so our team can identify your incoming gift.

Legal name: Charity Global, Inc. (DBA – charity: water)

Attn: Kees Groenewegen

Business address: 230 Franklin Rd., Ste. 11-II, Franklin, TN 37064

Federal Tax ID (EIN): 22-3936753



Clean Water Flows, Thanks to One Donor's QCD

In coastal Bangladesh, Rahima smiles as she turns the handle of the community tap stand. Clear water flows effortlessly into her container – a stark contrast to the brackish, saline water she collected for decades from a pond three miles away. That water, contaminated by seawater intrusion, caused persistent health problems throughout her village in Khulna.

Today, Rahima's family drinks from a rainwater harvesting system connected to multiple tap stands throughout their village. The innovative solution captures abundant monsoon rainfall, filters it through a specialized system, and stores it in protected tanks – providing year-round access to fresh water even during the dry season.

You might be surprised to discover that this life-changing solution arrived through a **qualified charitable distribution** from a retired teacher's IRA.

In Milwaukee, Wisconsin, Margaret had recently celebrated her 73rd birthday. After teaching high school science for over three decades, her retirement had been comfortable thanks to careful planning and regular contributions to her IRA. When she reached the age requiring minimum distributions, her financial advisor explained an option that aligned perfectly with her values: directing funds from her IRA directly to charity through a QCD.

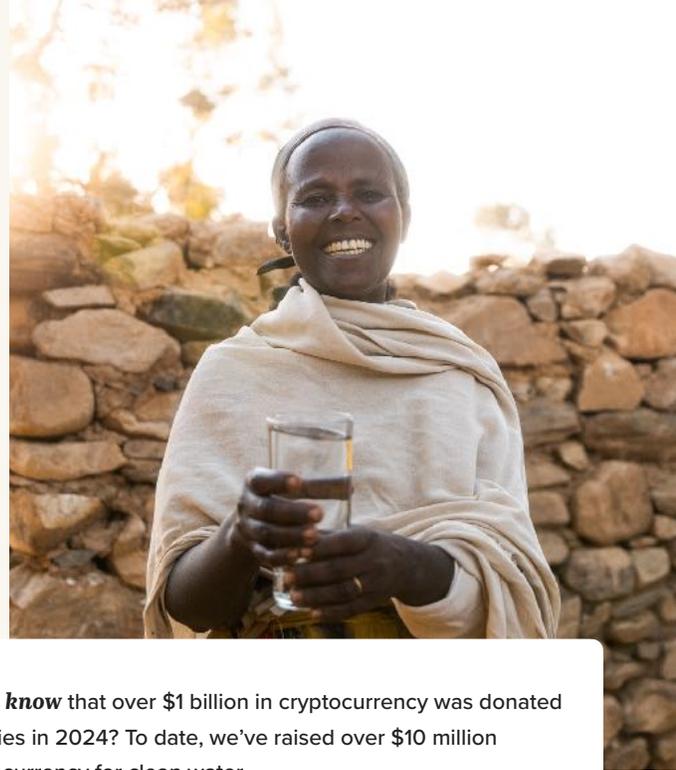
By making a QCD, Margaret could satisfy her required minimum distribution without increasing her taxable income. The funds would transfer directly from her IRA custodian to charity: water, bypassing her personal accounts entirely – creating tax advantages while supporting a cause she deeply believes in.

For Margaret, the QCD was ideal: it reduced her tax burden while creating a legacy beyond her classroom years. Her generous gift funded the rainwater harvesting system that now serves Rahima's community – turning retirement savings into renewed life.



Cryptocurrency Gifts

At charity: water, we've seen a drastic rise in cryptocurrency over the past few years. Much like stock, by donating cryptocurrency directly, you avoid capital gains tax (15-20%) on the appreciation and can deduct the fair market value of the asset on your tax return (up to 30% of AGI, if you itemize, and depending on your state's tax laws). This innovative giving method allows you to contribute appreciated digital assets without the tax burden incurred by selling crypto and then donating cash.



Did you know that over \$1 billion in cryptocurrency was donated to charities in 2024? To date, we've raised over \$10 million in cryptocurrency for clean water.

BENEFITS

- 1 Receive a federal income tax deduction equal to the full fair market value.
- 2 Avoid paying capital gains tax on an appreciated asset.

IN ACTION

If you donate \$50,000 worth of Bitcoin that you originally bought for \$5,000 a few years ago, you can avoid paying \$6,750–\$9,000 in capital gains taxes (15–20% on your \$45,000 gain). Plus, you can deduct the full \$50,000 on your taxes (up to 30% of your AGI if you itemize). This tax-smart donation allows you to make a bigger impact – funding more water projects than if you had sold the Bitcoin and donated the after-tax proceeds. By giving crypto directly, you help bring clean water to more people while maximizing your tax benefits.

A Note on Cryptocurrency Gifts

The rapid growth of crypto philanthropy opens new doors to fund innovative water projects that might otherwise take years to secure traditional funding for. As this form of giving shifts from alternative to mainstream, we're excited about the possibilities for sustained funding from cryptocurrency that can help us reach more communities faster.

FREQUENTLY ASKED QUESTIONS

What types of cryptocurrency can I donate?

Click [here](#) to see which cryptocurrencies charity: water accepts.

Do I need to pay taxes on the cryptocurrency I donate?

If you donate cryptocurrency, you can avoid capital gains tax on any appreciated value. However, if you sell the cryptocurrency before donating it, you will have to pay taxes on any gains. If you donate directly from your wallet to charity: water, you avoid these taxes (dependent upon your state's tax laws)!

How is the value of my cryptocurrency donation determined?

When you donate cryptocurrency directly to charity: water, we immediately convert your coins into fiat, typically within 24 hours. The value of your cryptocurrency donation is typically determined based on the fair market value of the cryptocurrency at the time of the donation. You can check the value of the cryptocurrency at the moment of donation using exchange rates or market prices.

Interested in donating **cryptocurrency**?

See how you can turn cryptocurrency into clean water [here](#) or reach out to our team at thetributary@charitywater.org.



A Bitcoin Donation That Changed Everything

In rural Mozambique, Machel and his wife Isaura watch their children drink clean water from a community tap stand – a moment that would have been unimaginable just months ago. For years, their family survived on water collected from a muddy river five miles from their home, which frequently made them sick – disrupting their daily life and keeping their kids out of school. Waterborne diseases were a constant threat, limiting their ability to thrive and their hope for the future.

Today, a sophisticated piped system serves their community with reliable access to clean water. A deep borehole with a solar-powered pump brings water up to a central reservoir tank, which then distributes water through a network of pipes using gravity to supply multiple community tap stands. And what brought this piped system in Mozambique to life? **A Bitcoin donation** from thousands of miles away.

In Austin, Texas, software engineers Kai and Olivia had been early investors in Bitcoin, holding cryptocurrency from the platform's early days.

As the value of their digital assets grew they began exploring ways to make a meaningful impact with their unexpected wealth. After researching charitable giving options, they discovered they could donate cryptocurrency directly to charity: water, avoiding capital gains taxes while supporting a cause they were passionate about.

By gifting their appreciated Bitcoin, Kai and Olivia could transfer the full value of their digital assets without incurring the significant tax burden of selling. The funds transferred directly to charity: water, creating a substantial impact while optimizing their giving strategy. Their cryptocurrency donation bypassed traditional giving methods, transforming digital gains into a tangible solution for a community thousands of miles away.

For Kai and Olivia, the crypto gift was more than a transaction – it was a way to leverage technology for good. Their donation funded the water system that now serves Machel and Isaura's community – a story of digital innovation that empowered renewed hope and opportunity.

Looking for other preferred, **tax-smart** ways to give? We've got you covered.



REAL ESTATE

Donating real estate is a transformational way to support our work. Whether it's a home, commercial property, or land, gifting real estate can provide significant tax benefits – such as eliminating capital gains tax and receiving a charitable deduction – while funding clean water projects that transform lives. For example, a generous donor has a rental property they no longer need. By donating it instead of selling, they avoid capital gains tax, receive a sizable tax deduction, and help fund clean water projects for entire communities. By turning property into purpose, you also can help bring clean water to those who need it most.



A LEGACY GIFT

A legacy gift to charity: water is a powerful way to ensure clean water access for generations to come. By including charity: water in your will, trust, or as a beneficiary of your bank, investment, or retirement account, you can continue transforming lives long after your lifetime. Legacy gifts don't impact your current finances but may offer estate tax advantages and potential savings for your heirs. For example, designating charity: water as a beneficiary of your IRA or 401(k) can help reduce estate and income taxes, allowing you to leave more tax-efficient assets – like real estate or stock – to your loved ones. With a legacy gift, your impact lives on – providing sustainable, clean water to communities in need.

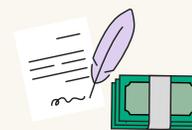
A CHARITABLE GIFT ANNUITY

A charitable gift annuity (CGA) is a meaningful way to support charity: water's mission while securing steady income for yourself. By establishing a CGA, you make a donation now and receive fixed payments for life, with rates that increase with age. This creates a win-win opportunity: you gain reliable income, a partial tax deduction in the year of your gift, and partially tax-free payments while helping fund clean water projects around the world. CGAs are designed for individuals who are 55 years or older, with a minimum gift amount of \$20,000. It's a thoughtful approach that balances your financial needs with your desire to make a lasting impact on the global water crisis, creating a legacy of clean water that continues long after your lifetime.



A BUNDLED GIFT

A bundled gift is a strategic way to maximize your impact with charity: water while optimizing tax benefits. By combining multiple years of giving into a single tax year, you may qualify for a larger itemized deduction, reducing your taxable income. This approach is especially useful with today's higher standard deduction, allowing you to itemize in one year and take the standard deduction in others. Bundling your gifts enables you to give more efficiently while helping bring clean water to even more communities. It's a powerful way to align your generosity with smart financial planning.



A BLENDED GIFT

A blended gift allows you to accelerate your impact by combining a current donation with a future planned gift to charity: water. By giving now – through cash, stock, or a donor-advised fund – you help bring clean water to communities today, while a bequest or other deferred gift ensures your legacy continues to transform lives for years to come. This approach maximizes your generosity and provides flexibility in how you give. You may receive immediate tax benefits, including income tax deductions and reduced capital gains taxes, while also securing potential estate tax savings. A blended gift lets you witness the difference you're making now while ensuring lasting change for future generations.

To learn more about any of these gift types and the benefits they provide, or if you've decided to make one of these gift types, reach out to our team at thetributary@charitywater.org. We'd love to have a conversation with you – and honor and recognize your gift intentions.



A Look Toward the Future

From Our Founder, Scott Harrison

Clean water is a basic right for everyone. No one should have to walk miles for it or drink water that makes them sick. This belief drives us to push harder, dream bigger, and take bold action – because clean water changes everything. Just ask the community of Fefe in southern Malawi, where clean water now flows, thanks to Mark – and people like him – who quietly spent a lifetime saving and stewarding their resources.

Looking ahead, we've set an ambitious goal:

In the next five years, we will have positively impacted the lives of 30 million people through new water projects and will keep water flowing for 30 million people annually through targeted sustainability programs.

We've seen wealth grow, and we know the power of non-cash assets – stocks, QCDs, donor-advised funds, real estate, and cryptocurrency – to fund life-changing water projects.

By donating these assets, you can help end the water crisis faster than projected while maximizing your impact and receiving tax benefits.

I started charity: water with a birthday party. Today, our approach has evolved. By harnessing the power of these assets, we can end the water crisis in our lifetime. Together, we can rewrite the timeline and bring clean water to millions – faster.

Join us.

If you're curious to learn more about non-cash gifts or simply want to have a conversation with someone on our team, we'd love to hear from you! You can reach us at 646-688-2323 or thetributary@charitywater.org.

You can also learn more on our website [here](#).