Making the Most of Your Gift of Securities

Donation of Securities example:

In this example, Mary and John Brown would like to donate $50,000 to their parish's Multiply the Hope (or other parish/diocesan campaign). They own Royal Bank of Canada (RBC) shares purchased in 2024 that have since increased significantly in value. They are considering two options: selling some of the shares and donating the cash, or transferring the shares directly to the Diocese of Calgary, with the proceeds designated for their parish's Multiply the Hope account.

The following comparison shows why donating the shares directly may be more tax-efficient.

	Donation of shares Direct transfer	Donation of cash Shares sold first
Donation amount and tax receipt	$50,000	$50,000
Current RBC share price on August 25, 2026	$286	$286
Original RBC purchase price in August 2024	$156	$156
Shares needed for the $50,000 gift	174.83	174.83
Capital gain calculation		
Increase in value per share	$130	$130
Total increase in value	$22,727	$22,727
Capital gains inclusion rate	0%	50%
Marginal tax rate used in this example	48%	48%
Estimated tax payable on the capital gain	$0	$5,455

The 48% rate is the highest marginal tax rate in Alberta and is used only for this illustration.

What is the difference

In both cases, you make a $50,000 gift and receive a $50,000 charitable tax receipt. However, in this example, donating the appreciated shares directly results in no tax payable on the capital gain. Selling the shares first and then donating the cash results in approximately $5,455 in tax payable.

The donation of securities (shares, bonds, Exchange Traded Funds, gold, etc.) is straightforward. Please contact Miriam Dawidowski, Financial Administrator, at miriam.dawidowski@calgarydiocese.ca to arrange for a donation of securities to be made.