

## Gifts of Stock

Elana Hunter Hall '60



“I greatly appreciate the education that I received at Holy Names University (it was College of the Holy Names when I attended). In 1956, I received a four year President’s Scholarship. Since I graduated in 1960, I have tried to contribute

annually to the college. In the beginning the amount was very small, but I wanted to show that I appreciated the scholarship that I received and the education that made me a successful and confident woman. As my financial situation improved, I was able to contribute more and also to get my employer, Bank of America, to match what I gave. Recently I have been donating Bank of America stock to the college. This method of supporting my college is a “win/win” situation:

- The cost basis of the stock donation is much less than the market value of the stock.
- The market value of the stock qualifies as a deduction on my income tax.
- Bank of America makes a donation to the college equal to the market value of the stock gift.”