Winona Gives

A PROJECT FROM THE WINONA NONPROFIT ALLIANCE

# PLANNED GIVING GUIDE







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# GUIDE INTRODUCTION

## *We're glad you're here.*

Winona County is a special place because of the people who call it home, and the people who dedicate their time, talent, and resources to making it stronger.
Across our communities, local nonprofits are helping neighbors, creating opportunities, caring for our natural and cultural resources, supporting families, enriching our quality of life, and responding to the needs of our community. *Their work touches nearly every part of life in Winona County.*

**This guide is an invitation to consider how you can help that work continue—not only during your lifetime, but for generations to come.**

Planned giving offers an opportunity to make a lasting difference through thoughtful gifts of your future assets. It can be as simple as including a nonprofit in your will or estate plan, or it can take many other forms depending on your circumstances and goals.

Winona Gives brings local nonprofits together around a shared belief: when we invest in the organizations and causes that matter to us, we invest in the future of our community.
Inside these pages, you'll find information to help you learn more about planned giving, explore local organizations doing meaningful work, and begin thinking about the legacy you want to leave.
Thank you for considering a gift that can help Winona County continue to thrive.

**In Winona County, we see every nonprofits mission a step toward a stronger, more connected community. When communities have resources to curate a safe, stable, and vibrant place to live, they thrive.**

# COMMUNITY OVERVIEW





## OUR HISTORY

Nestled between the bluffs of southeastern Minnesota and the Mississippi River, Winona County is a place shaped by its natural beauty, rich history, and strong sense of community. The region has been home to Indigenous peoples, including the Dakota, for generations, with European settlement and river commerce later shaping the growth of the area. Winona grew into a regional center for lumber, manufacturing, agriculture, education, and trade, while surrounding communities developed their own unique identities and traditions. Today, that history remains an important part of who we are as we continue building the future of Winona County together.

## SCOPE OF TODAY

Today, nearly 50,000 people call Winona County home. We are a community that includes families raising children, college students, retirees, longtime residents, newcomers, farmers, business owners, workers, artists, educators, and volunteers.

## THE FUTURE

The future of Winona County will be shaped by what we choose to invest in today.
Our community has challenges to address, but it also has an extraordinary foundation of people, organizations, businesses, institutions, and natural and cultural resources to build upon. Planned giving provides an opportunity to strengthen that foundation for the future.

**A PLACE WITH DEEP ROOTS AND A FUTURE WORTH INVESTING IN**

# WHAT IS 5% FOR WINONA?



## WHAT IS 5% FOR WINONA COUNTY?

What if just 5% of what you leave behind could help shape the future of the community you call home?

5% for Winona County is a community-wide planned giving initiative encouraging residents to consider leaving at least 5% of their estate to local nonprofits and charitable organizations. *It is not about giving everything.* It is about giving something meaningful to the community that has been part of your life.

## WHY 5%? WHY NOW?

Winona County is entering a significant period of wealth transfer. Over the next 40 years, an estimated $2.38 billion in wealth is expected to transfer from one generation to the next. That represents an extraordinary opportunity to invest in the future of our community.

Winona County Wealth Transfer

- Estimated total net worth, 2025: $19.02 billion
- Estimated total net worth, 2065: $37.66 billion
- Estimated 10-year wealth transfer: $628.5 million
- Estimated 40-year wealth transfer: $2.38 billion
- **5% of the 10-year transfer:** $31.4 million

**Imagine what $31.4 million invested in local nonprofits could mean for Winona County.** It could help provide housing and food security, support children and families, preserve our natural resources, strengthen arts and culture, expand educational opportunities, care for older adults, improve access to recreation and healthcare, and respond to needs we cannot yet predict.

Five percent is a starting point, not a requirement. You can choose to give more, less, or support causes in other ways. The goal is to encourage all of us to think intentionally about the legacy we want to leave.

*Five percent can help Winona thrive.*

**Live local. Give local. Leave a legacy for Winona County.**

# HOW YOU CAN START






Have you considered making a legacy gift to your favorite nonprofits? Anyone who cares about the future of Winona can participate, regardless of estate size or giving experience.

## THE STEPS ARE SIMPLE

**Talk About It!**
Join us in this effort to help build the promise of "5% to Winona."

**Participate!**
Whether you choose to make a legacy gift to one more nonprofits, get involved! Make your commitment, then start the conversation with your children, parents, grandparents, constituents, clients, or board members. Keep action item #1 in mind and keep the conversation going.

**Learn!**
Learn which types of gifts make the most sense for you to leave to nonprofits in your community. Some assets- such as taxable assets - can offer advantages to the 95% you leave to your heirs (for example IRA, trusts, appreciated stocks, property etc.)

**Plan!**
Work with a professional advisor to create a plan that meets your goal. YOU decide how you want to give, and your favorite charities can make it happen.

**Work with WCF!**
The Winona Community Foundation's mission is to ignite generosity in the place we call home. They are a resource for community members to uncover the giving options that work best for your goals. You do not need to be a donor or hold a fund with the Foundation to have a confidential conversation.

# PLANNED & DEFERRED GIFTS





## PLAN YOUR GIFT!

1. **Consult with a local attorney** or financial planner about creating your will or estate plan.
2. **If you require a basic will you can create one online** or simply use store-bought legal forms. Several websites allow you to create a will from your own desktop computer.
3. **Specify what you'd like to leave** to causes that are important to you - types of planned gifts are listed on the right
4. **Your attorney or someone you trust should keep signed copies** in case the original is destroyed.
5. **Rest assured knowing that your plans are in order**, and you'll be making a positive change for generations to come.

**A PLANNED GIFT IS ONE OF THE MOST IMPACTFUL WAYS TO EXTEND YOUR LOVE AND GENEROSITY FOR YEARS TO COME**

## TYPES OF PLANNED GIFTS

1. Bequests
2. Beneficiaries of accounts

Such as:

- Cash or savings
- Investment accounts such as stocks
- Retirement accounts (IRA, SEP, etc.)
- Life insurance policies
- Real Estate

# PLANNED & DEFERRED GIFTS



## OPTIONS FOR BEQUESTS

**Specific Bequest**
You make a gift of a specific dollar amount or asset, such as real estate or a vehicle naming a charity as a beneficiary.



**Residual Bequest**
Once all your specific bequests have been fulfilled, you may give all or a percent of the remainder of your estate to a charity of your choice.

**Percentage Bequest**
You gift a percentage of your estate that is controlled by your will. For example, I give 5% of my estate to XYZ nonprofit.



**Contingent Bequest**
When you write your will, you can name primary and contingent beneficiaries. In this situation if the primary beneficiary is no longer living or declines the asset, the contingent beneficiary receives the asset.

## OPTIONS WITHOUT A WILL



Even without a will, there are ways to leave a gift to your favorite nonprofits:

- Full or partial Beneficiary of life insurance
- Full or partial Beneficiary of retirement accounts
- Full or partial Beneficiary of investment accounts
- Full or partial Beneficiary of a trust

# TAX CONSIDERATIONS




## TRADITIONAL IRA

Under the SECURE Act, most non-spouse beneficiaries inheriting a traditional IRA (individual retirement account) after 2019 must withdraw the entire balance within 10 years of the original owner's death date. If a nonprofit is named beneficiary, the money is left to the nonprofit and is passed on tax-free.

## MINNESOTA ESTATE TAX

Minnesota has its own estate tax, which applies to estates worth more than $3 million per person. That's much lower than the federal estate tax threshold of $13.61 million. Married couples need to plan carefully because Minnesota does not automatically allow a surviving spouse to use any unused portion of their spouse's exemption. The state also offers additional tax relief for qualifying family farms and small businesses.

Ways charitable giving can help reduce estate taxes:

- Charitable gifts are tax-deductible. Any amount left to a qualified charity is removed from your taxable estate, reducing potential estate taxes.
- A charitable gift today can lower or eliminate estate taxes. If your estate is slightly above Minnesota's $3 million threshold, a gift to charity could bring it below the limit and reduce or even eliminate state estate tax.
- Give retirement assets to charity. Assets such as traditional IRAs and 401(k)s can be heavily taxed when left to heirs. Naming a charity as the beneficiary can avoid both income and estate taxes, allowing other assets to pass more efficiently to family members.

# IRA CHARITABLE DISTRIBUTION

**If you are age 70½ or older**, a Qualified Charitable Distribution (QCD) may allow you to make a charitable gift directly from your IRA while potentially reducing your taxable income. A QCD can be an especially tax-efficient way to support a local nonprofit while also satisfying some or all of your Required Minimum Distribution (RMD).

How it works

- You must be age 70½ or older when the distribution is made.
- The gift must be transferred directly from an eligible IRA to a qualified charitable organization. The funds cannot be paid to you first.
- For 2026, you may exclude up to $111,000 in QCDs from federal taxable income. This limit is adjusted for inflation and may change in future years.
- Your QCD may count toward your Required Minimum Distribution (RMD) for the year.
- When properly completed, the QCD is excluded from federal taxable income. Because it is not included in taxable income, you generally cannot also claim the amount as a charitable income-tax deduction.
- QCDs generally apply to traditional IRAs and do not generally apply to 401(k) or 403(b) plans. Ongoing SEP and SIMPLE IRAs are also excluded.
- Special rules apply to certain charitable structures, including charitable gift annuities and charitable remainder trusts.

For current IRS limits and requirements, visit the IRS website or consult your tax professional. Once you decide on the nonprofit to designate, simply provide the organization's information to your IRA administrator as follows:

- Organization Legal Name
- Street Address
- City, State, Zip Code
- Tax EIN



# LAND DONATION





**"WE MAKE A LIVING BY WHAT WE GET. WE MAKE A LIFE BY WHAT WE GIVE."**
**- WINSTON S. CHURCHILL**

Donating land or other real estate can be a significant way to support a local nonprofit while potentially providing tax benefits. A gift might include a home, farm, vacant land, commercial property, or other real estate. Depending on the property and your circumstances, donating appreciated real estate may allow you to avoid capital gains tax on the appreciation and receive a charitable deduction based on the property's fair market value, subject to IRS rules and limitations. Before making a commitment, contact the nonprofit. Not every organization has the resources, expertise, or policies needed to accept real estate, and the organization may need to determine whether the property can be used, sold, or otherwise managed.

How It Works

1. Contact the nonprofit to discuss whether it can accept real estate.
2. Provide property information for the organization's review, including location, type, estimated value, and any mortgages, liens, or restrictions.
3. The nonprofit may conduct due diligence, which can include a title search, appraisal, environmental review, and assessment of costs or restrictions.
4. If approved, the donor and nonprofit work with appropriate legal, tax, and real estate professionals to complete the transfer.

Real estate gifts can be complex and may have tax, legal, financial, and property-related implications. **Donors should consult their attorney, tax advisor, and financial advisor before proceeding.**

# DONOR ADVISED FUNDS



**PEOPLE LOVE THEIR DONOR-ADVISED FUNDS FOR THEIR FLEXIBILITY AND CONVENIENCE. PLUS, THEY CAN HELP YOU SEND MORE MONEY TO THE CAUSES YOU CARE ABOUT WHILE PAYING FEWER TAXES.**

## HOW IT WORKS

- Establish your Fund by making an irrevocable, tax-deductible donation to a public charity that sponsors a Donor Advised Fund program like the Winona Community Foundation
- Recommend grants to qualified public charities of your choice

## ADVANTAGES

- **Simplicity** – The Fund sponsor handles record-keeping, disbursements, and tax receipts
- **Flexibility** – The timing of your tax deduction can be separate from your charitable decision making
- **Tax-efficiency** – Contributions are tax-deductible and any investment growth in your fund is tax-free. It is also easy to donate long term appreciated securities, eliminating capital gains taxes and allowing you to support multiple charities from one block of stock
- **Family legacy** – Your fund is a powerful way to build or continue a tradition of family philanthropy
- **Privacy if desired** – You may choose to remain anonymous to the grant recipient

# APPRECIATED STOCK



**MAKING A GIFT TO A NONPROFIT IN THE FORM OF APPRECIATED STOCK ALLOWS YOU TO HAVE AN IMMEDIATE IMPACT ON OUR LOCAL ISSUES WHILE ALSO POSSIBLY PAYING LESS IN INCOME TAXES.**

## GIVING APPRECIATED STOCK

If you own stocks or other investments that have increased in value, donating them directly to a nonprofit can be a tax-efficient way to support a cause you care about. For eligible appreciated securities held long-term, you may be able to avoid capital gains tax on the appreciation while receiving a charitable deduction based on the investment's fair market value, subject to IRS rules and limitations. Consult your tax or financial advisor for guidance specific to your situation.

**Before transferring stock, contact the nonprofit.** Not every organization has the resources or brokerage account needed to accept securities. The nonprofit can confirm whether it can accept your gift and provide transfer instructions.

When giving to the nonprofit, be prepared to provide your name and address, the name of the stock or security, and the number of shares. This information helps the nonprofit properly process and acknowledge your gift for reporting purposes.

# ONE TIME & RECURRING DONATIONS




## ONE-TIME DONATIONS

A one-time donation to a non-profit in Winona County is a direct investment in our community. Your generosity helps build community, maintain vibrancy, and create opportunities for all to thrive.

**Every gift—big or small—makes a meaningful impact.**

You can use the QR code below (scan using your phone camera) to view nonprofits in the Winona County community. One-time donations are best given directly to an organization of your choice.



## RECURRING DONATIONS

By becoming a recurring donor, you are providing steady, reliable support that empowers nonprofits to sustain their mission. *Monthly giving ensures that nonprofits can plan ahead*, often providing the appropriate scale of resources to best meet the needs of our community.

**SCAN HERE**

*to view local nonprofits*

# GIVE WHERE YOU LIVE. . .

# TODAY!



# Winona Gives

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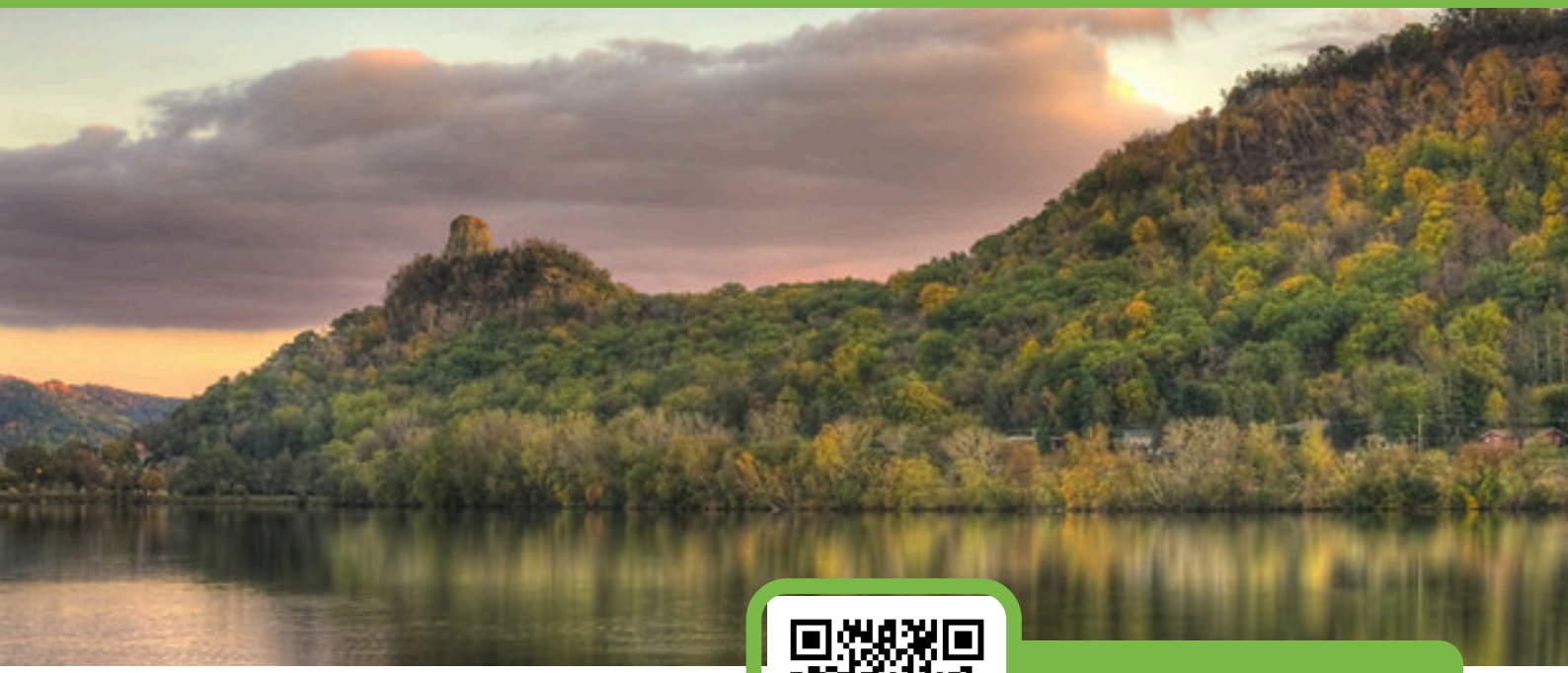

SCAN HERE

*to view local nonprofits*

**www.winonagives.org**

For questions about the Winona Nonprofit Alliance, Winona Gives or 5% for Winona, contact:

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