

A GUIDE TO DONATING STOCKS  
TO IMPACT AFRICA

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Your  
investment  
today can  
be so much  
**more.**



SERVE • EDUCATE • RESCUE



# more tomorrows.

**Every day, there are 3-4 babies abandoned on the streets of Johannesburg. Your investment could be the lifeline they so desperately need.**

Impact Africa Baby Rescue exists to prevent baby abandonment and unite little ones with their forever family through adoption. Weekly educational campaigns for pregnant women at the clinics in the impoverished areas around Johannesburg are helping thousands of women understand there are alternatives to abandoning their babies as well as counsel and care for those in tumultuous situations.

As a last resort, when a mother feels she has no other alternative than to abandon her baby, we have baby safes set up where a child can be placed safely and anonymously. The baby is then cared for at one of our three baby homes until adopted.





# more hope.

**In the most hopeless situations throughout South Africa, we have the opportunity to be the activist that can make a difference in the lives of thousands as we represent our Lord.**

For years, Impact Africa has been meeting the spiritual and practical needs of those living in some of the most desperate and difficult areas of South Africa. We do this through education, sharing the Gospel Message, student assemblies, children's programs, after-school bible club and other various outreach endeavors.

Since conception we have developed in these communities 6 schools, feeding, and educating over 900 students, 5 Baby Homes caring for the abandoned and promoting adoption, a high-school program helping teens weekly and annually we facilitate hundreds of short-term team participants in sharing the Gospel with the people of South Africa.

As a result, we are seeing transformation of lives and Communities on a massive scale!



**1,446,035**

individuals ministered to since  
conception

**274,649**

salvations since conception





# opportunities.

**By investing in Impact Africa's mission, you directly impact kids—their today and their tomorrow— through our education programs.**

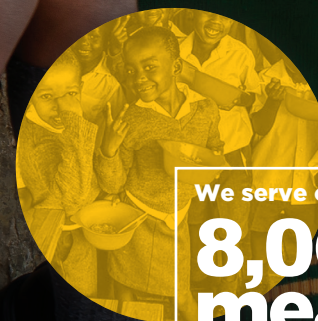
Impact Kids reaches and educates underprivileged, orphaned, and at-risk children with quality, caring Christian education. Throughout all 6 schools, we are daily educating 900+ students and serve over 8,000 meals per week.

Impact Students strives to engage, equip, and energize public high school students to develop and fulfill their leadership potential. This is imperative as these young students are in the midst of an education crisis where only 30% of students who begin 1st grade actually complete 12th grade. We actively engage with high school students through teaching in government schools, short-term outreach trips (Africans reaching Africans with the Gospel), leadership retreats, and one-on-one life coaching.



Throughout all 5 school locations,  
we are daily educating over

**900+**  
**students**



We serve over

**8,000**  
**meals**  
per week.



# more impact.

**You can make a significant impact by donating long-term appreciated securities, including stock, bonds, and mutual funds, to Impact Africa.**

By eliminating the capital gains tax due upon selling each stock, you can receive tangible tax savings and benefits while supporting Impact's mission to serve, educate and rescue here in South Africa.


## **Benefits include:**

- 1. Tax benefits:** donating appreciated stocks to a non-profit can provide a tax deduction for the full market value of the stock.
- 2. Avoid capital gains taxes:** by donating stock, the donor can reduce or avoid paying capital gains taxes on the appreciation of the stock.
- 3. Maximize the impact of the donation:** non-profits can sell the donated stock without paying capital gains taxes, allowing them to receive the full value of the donation.
- 4. Streamlined process:** Impact Africa has a streamlined processes for accepting stock donations, making it an easy and efficient way to donate.



In simple terms,  
**your  
donation**  
goes further when you  
invest in Impact Africa.





# The multiplying compounding power of donating Your stocks has reverberations for thousands around the World.

**Now is the right time and this is your option with your stocks that have appreciated for over a year.** If your stocks are highly appreciated, you risk a higher tax bill when you sell. Using securities as a gift means greatly reducing the capital gains tax on any paper profit.

**This is the right option to repurpose and maximize your deduction without affecting your liquidity.** When you decide to make a gift of stock, you will retain your cash assets and receive a charitable tax deduction for the full fair market value of the stock you have owned for a long period of time.



# Our Mission

Impact Africa's mission is to serve, educate, and rescue individuals while provoking them toward a passionate relationship with Jesus Christ through socially relevant outlets of ministry service, which in turn profoundly impact individuals, communities, and nations.

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## Meet Our Founders Rich and Michelle Franzen

With over 35 years of mission experience, Rich and Michelle lead Impact Africa with a relentless commitment to provoke change in the lives and communities of South Africa. They also have a passion to train and deploy participants from around the world into their acts of service for the Kingdom. Both are being accomplished through Impact Africa, a multifaceted ministry, based in Johannesburg, South Africa. Rich and Michelle have 4 children that all call Africa home!





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## contact us

If you have questions or need more information, you can visit our website at [www.impactafrica.org](http://www.impactafrica.org) or contact us at [office@impactafrica.org](mailto:office@impactafrica.org).

Your gift of appreciated stock to Impact Africa will help us educate children, rescue abandoned babies, and advance the Gospel in South Africa. We would not be able to impact lives without your generosity!

Be sure to follow along with us on Facebook, Instagram, LinkedIn, and YouTube @ImpactAfrica



Impact Africa, Inc. is registered with the State of Florida to solicit contributions #CH55187. A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free (800-435-7352) within the state. Registration does not imply endorsement, approval, or recommendation by the state.

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