

changing lives with

# ACTION

"No one should ever be forced to make a decision between heat and food or heat and housing or heat and health care"  
- Congressman John Tierney

YOU can help change peoples lives by supporting Action's integrated approach to reducing poverty.

Action's programs are **SUCCESSFUL** because they not only help people in emergencies, but also provide them with **ACCESS** to **OPPORTUNITIES** for greater self-sufficiency, and financial security.

Action also collaborates with civic and business leaders to advocate for resources that are vial to the communities on Cape Ann.

Gifts to Action are tax-deductible to the extent allowed by law and can take a variety of forms. All donor personal contact information remains confidential. Action does not sell or trade donor's personal contact information with anyone. Below are the numerous ways you can help to improve the lives of your neighbors.



***\*Unrestricted gifts:***

Unrestricted gifts to the agency provide an important and flexible resource that can be used to respond quickly where the need is greatest.

***\*Restricted gifts***

Restricted or designated gifts, direct your support to a specific program or project.

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Here are some ways you might want to help now- or later.

***\*Matching gifts:***

Many businesses and professional entities will match employee gifts -- in part, in whole, or sometimes in amounts greater than the gift.

Make your gift count, by talking to your employer!

***\*Memorial/recognition gifts:***

Memorials and honorariums are gifts that celebrate the special people in your life.

By donating “in the name of” you are acknowledging the unique quality of a loved one’s life, and in turn acknowledging the needs we all have in common.

**\*Pledges:**

Pledges allow a donor to give a specific amount, over a period of time. Monthly, quarterly or annual pledges allow the donor to customize the gift according to their ability and convenience.

**\*Gifts of securities:**

Donors may realize substantial tax advantages by transferring gifts of appreciated stock to Action. Capital gains on the amount of appreciation are avoided, and the donor receives a tax deduction for the stock's full market value.

**\*Gifts of real estate:**

Gifts of appreciated property may be donated to Action. Favorable tax treatment on such a gift may be advantageous to the donor.

**\*Deferred gifts:**

Deferred gifts in the form of pooled income funds, trusts and bequests are an important resource of private support for Action and should be arranged with the advice of professional counsel.

**\*Gifts of cash:**

A great many gifts to Action are made in the form of cash. Every gift is significant and appreciated, no matter the size.

For further information on any aspect of giving to Action please write or call:

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To donate online, go to <http://www.actioninc.org/donate.html>

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