

Real Estate: The Untapped Powerhouse of Philanthropic Giving

Discover how appreciated property can transform your charitable legacy.

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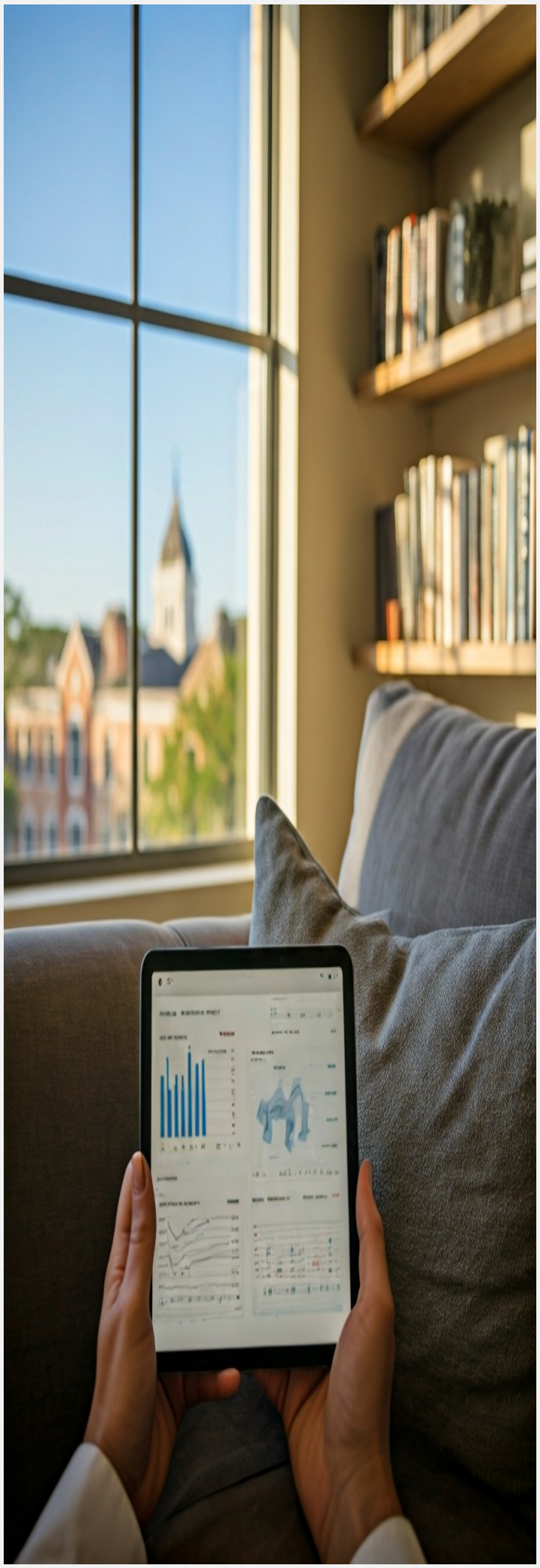
THE DATA

$62.19 Billion

Bequest Giving in 2025

Overall charitable giving in the U.S. reached a record high of $617.20 billion in 2025, with bequests showing significant growth, highlighting the broader potential for strategic asset giving.

While cash remains a common form of donation, the latest Giving USA report from the Indiana University Lilly Family School of Philanthropy underscores the growing importance of non-cash assets, with bequests alone accounting for a substantial portion of philanthropic support. Real estate, often a donor's most significant asset, presents a powerful yet often overlooked opportunity for charitable contributions.



Source: Indiana University Lilly Family School of Philanthropy · Published June 9, 2026

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Maximize Impact with Appreciated Real Property

Donating appreciated real estate directly to a qualified charity or through a Donor-Advised Fund (DAF) offers distinct advantages. Donors can avoid capital gains taxes on the property's appreciation, receive a fair market value deduction for the gift, and make a larger contribution than if they sold the property and donated the proceeds.



02

Navigate New Tax Rules for Strategic Real Estate Gifts

Recent tax reforms, including changes to AGI floors for deductions and specific rules for conservation easements, necessitate informed planning for real estate philanthropy in 2026. Understanding these changes ensures donors optimize their contributions while adhering to evolving regulations.

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