

Real Estate: The Quiet Giant of Philanthropy's Future?

Appreciated assets reshape giving strategies, offering profound tax advantages for donors.

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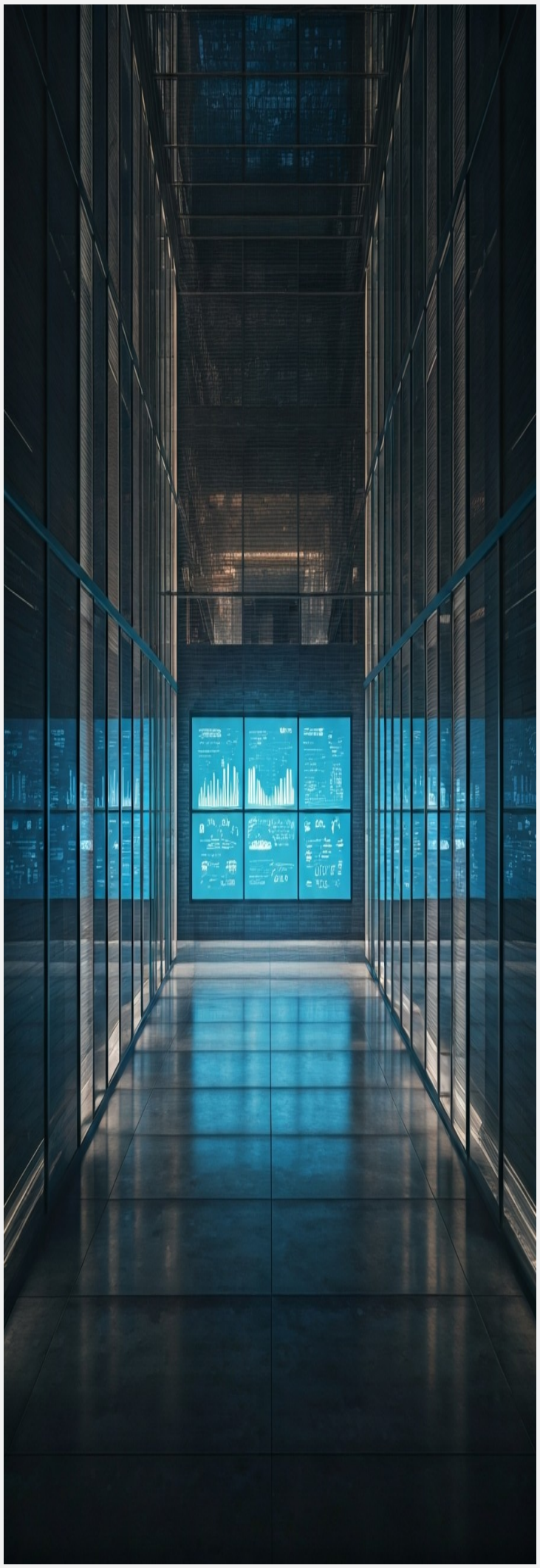
THE DATA

15%

Increase in Real Estate Giving Value

The value of appreciated real estate donated to philanthropic causes surged in the past year.

New research reveals a substantial year-over-year growth in real estate contributions, indicating a strategic shift in how donors leverage assets for charitable impact. This trend underscores the increasing role of non-cash assets in maximizing philanthropic potential.



Source: Lilly Family School of Philanthropy · Published August 12, 2026

01

Unlock Deeper Impact with Appreciated Real Estate

Donating appreciated real estate, rather than cash, can offer significant tax benefits, primarily by avoiding capital gains taxes on the appreciated value while providing a charitable deduction. This approach allows for a larger gift to the chosen cause than selling the asset first and donating the proceeds. It transforms illiquid assets into powerful philanthropic tools, enabling donors to make more substantial contributions.



02

Donor-Advised Funds: A Strategic Gateway for Property

Donor-Advised Funds (DAFs) are increasingly becoming a preferred vehicle for real estate donations, simplifying the giving process for complex assets. Donors can contribute real estate to a DAF, receive an immediate tax deduction, and then recommend grants to charities over time, without the burden of managing the property sale themselves. This flexibility and tax efficiency make DAFs a powerful mechanism for real estate philanthropy.

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