

CHARITABLE GIVING

Comprehensive Protection

Selling or passing on your business is a chance to make a lasting impact on the causes you care about. With the right planning, charitable giving can also reduce the taxes that come with a sale or a transfer.

Nova Star Insurance Consultant helps business owners build charitable giving into their succession and estate plans. We work alongside your accountant and lawyer to find tax-efficient ways to give.

What is Corporate Charitable Giving?

It's a planned approach to donating through your business or as part of a business sale. Corporations can generally deduct eligible donations from taxable income, and strategies like gifting publicly traded shares or using life insurance can increase your impact.

Strategies for Charitable Giving

Depending on your goals, options can include:

- Corporate-owned life insurance that names a charity as beneficiary
- Donating publicly traded securities, which can eliminate capital gains tax on the gift
- Donor-advised funds, which let you give now and recommend grants over time
- Private foundations, for greater control over long-term giving
- Direct donations to registered charities

Giving Through Your Business vs. Personally

- **Corporate gifts** are generally deducted from the corporation's taxable income
- **Personal gifts** generally earn donation tax credits on your personal tax return

The best approach depends on your business structure and goals. Nova Star advisors will work with your accountant to choose the right mix.

Why Charitable Giving Matters for Business Owners

- A charitable giving strategy:

- Creates a lasting legacy in your community
- Can reduce the tax on a business sale or at death
- Strengthens your brand and reputation
- Attracts like-minded customers and employees
- Lets you support the causes you care about on your terms

Company Profile

Nova Star Insurance Consultant is an independent insurance brokerage serving businesses and individuals across Ontario, Quebec, Alberta, Nova Scotia, New Brunswick, and Newfoundland & Labrador. As an independent broker, we are not tied to any single carrier — our only goal is finding you the right coverage at the most competitive rate.

Our licensed advisors handle all research, carrier comparisons, applications, and ongoing coverage reviews — so you don't have to. Whether you need protection for yourself, your family, or your business, Nova Star is your trusted partner for the long term.

Contact

For inquiries or to book a complimentary needs assessment, contact us:

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Nova Star Insurance Consultants *Simplifying Insurance, Securing Your Future.*