

**GIANT, IMPORTANT DISCLAIMER: WE AREN'T GIVING LEGAL, TAX OR FINANCIAL ADVICE. PLEASE SEEK YOUR OWN COUNSEL FOR ANY DONATIONS. MANY OF THESE QUESTIONS ARE OPEN TO SOME INTERPRETATION, ARE GENERAL IN NATURE OR ARE UNIQUE TO A PARTICULAR JURISDICTION. ASSUME ALL ANSWERS ARE WRONG UNTIL YOU/YOUR DONOR CONFIRMS WITH HER/HIS ADVISOR.**

**Q & A from “Five Things EVERY Charity Should Do NOW (and Should STOP doing) to Raise More Noncash Gifts!”  
<Feb, 2026>**

<p><b>I am under the impression that more than 70% of businesses are not marketable. Even if the owner wants to sell, and on paper it is valued highly, it is not actually marketable. Thoughts?</b></p>	<p>On the 70% number, I think it is based on perspectives. Probably 90% of businesses have less than \$3 million of revenue... that isn't the noncash charitable market (think florist or shoe cobbler or baker with apple cobbler). Of the 10% that are larger, there are a lot of ways to exit - financing rounds, new investors/existing investors, ESOP, corporate redemption, merger or acquisition, IPO (think OpenAI, Anthropic, SpaceX, ChikFilA, etc.). I would say 90% of the private business interests we receive are liquidated within 3 years - we took in over 400 last year alone.</p> <p>So, in the universe of all businesses, that number may be right, but in reality, there are thousands of businesses that are very valuable and with strong markets.</p>
<p><b>Bryan, are you doing any "foreign" business interest gifts (vs US based biz)?</b></p>	<p>Usually a very small number of very large foreign interests. We have completed a \$100 million+ donation of a Bermuda reinsurer, a very large foreign crypto exchange (not that one!) a number in the Caymans, Guernsey, etc. and working on one right now in Spain.</p>
<p><b>How do you and/or Russell James account for the fact that your business is many NPOs solution to accepting non-cash assets? If I use your org to accept a</b></p>	<p>This is a great and I think generally fair question. If charitable intermediaries are doing a lot more business, doesn't that mean by default more charities are referring but you aren't "seeing" the "wins" or activity on their 990.</p>

**gift of real estate, your org shows the non-cash gift, you send the proceeds to me, my balance sheet shows a gift of cash? Ultimately, I'm wondering if all of your evangelization is actually working. :)**

Yes, BUT... at least for us, 90% of all our referrals come from the same charities referring to us 5, 10 and, no joke, 15 years ago. Are there exceptions?... yes, but not as many as you would think. So our core referrers are just referring A LOT more, the breadth of referrers is not widening. And 90% of our referrals probably come from 10-15 charities, so even our core is not very broad at all.

**Trend for us has been for donors to offer us their "problems" when it comes to gifts of real estate. For example, undeveloped real estate in the middle of the desert, surrounded by even more desert. Or a vacant lot that at one time was the site of a house fire, and has lots of environmental issues. We said NO to both of these. Donors not happy. How do you market to folks to give you the valuable, useful real estate that is across the street from a Costco?**

We get massive amount of junk ones too – 3,000 referrals to complete 650 donations. You create guidelines around value, marketability and case studies showcasing the big three planets that need to align, “Good Donor with a Good Asset wanting to do Good Things”. The dumpers usually fail all three of these tests.

And even if you highlight these ideal types of properties, the junky donors will ignore it and send you the dogs. You can communicate that generally, the donor isn't getting much tax savings (basis usually around or over FMV), there are appraisal fees, the charity management load, marketing, etc. So this is actually detrimental in many cases to the charity – when they say so what, they don't want to deal with it, you just smoked out charitable intent – which is that there isn't any.