

# Donation Incentives

Contributions to Tenants to Homeowners, Inc. provide several benefits to you, the local Lawrence business. Direct benefits include: helping many of your employees afford homeownership, extra marketing exposure, and tax write-offs. There are also more long-range indirect benefits that follow the support of affordable housing in Lawrence:

- Employees that own a house in the community they work in will be more stable and more productive. This allows the community to support your business with the growth and wealth that comes from homeownership.
  - Marketing exposure and investment in the community will help you build a positive business image. TTH is willing to do whatever is most helpful for you-announce your sponsorship on a sign in front of the housing project or our newsletter, advertise your contributions, report in the Neighborhood Association newsletters, or allow you and your employees to participate in open houses/tree plantings/ground breaking ceremonies.
  - A possible tax write-off by deducting this contribution as an advertising expense. Corporations might also be able to deduct all contribution to a 501(c)3 nonprofit organization up to an amount equal to 10% of their taxable income. Ask your accountant about possible tax break opportunities when giving to Tenants to Homeowners, Inc.
-