2019 HIGHER EDUCATION TAXATION ESSENTIALS JUNE 2, 2019 AUSTIN, TEXAS

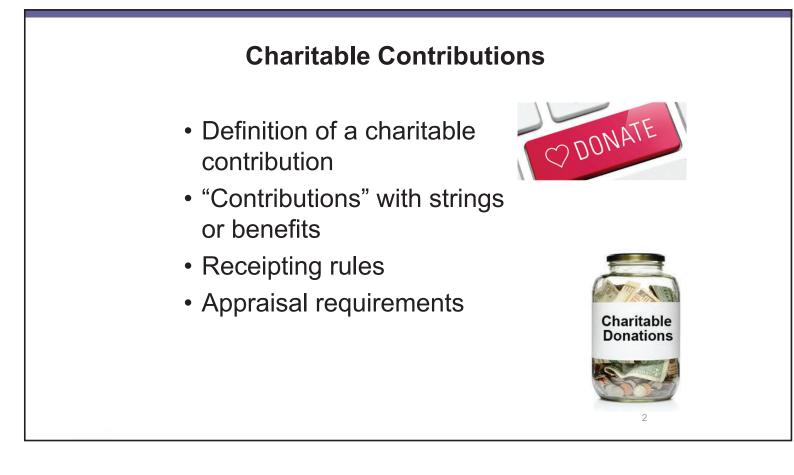
## **CHARITABLE CONTRIBUTIONS**

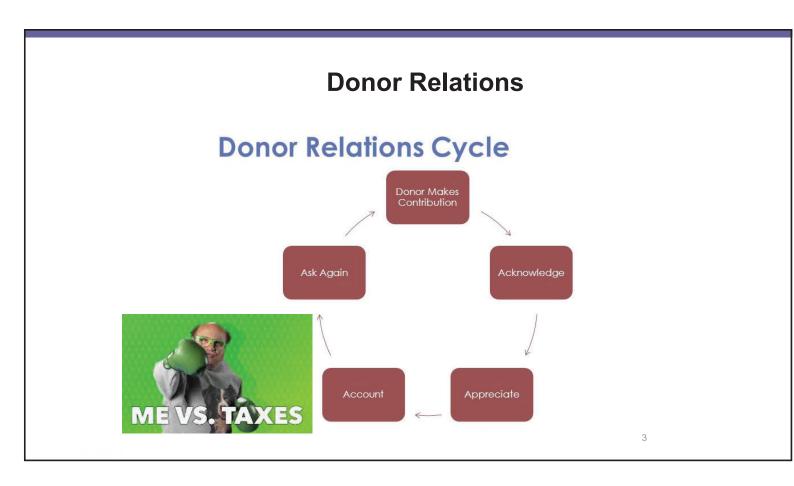
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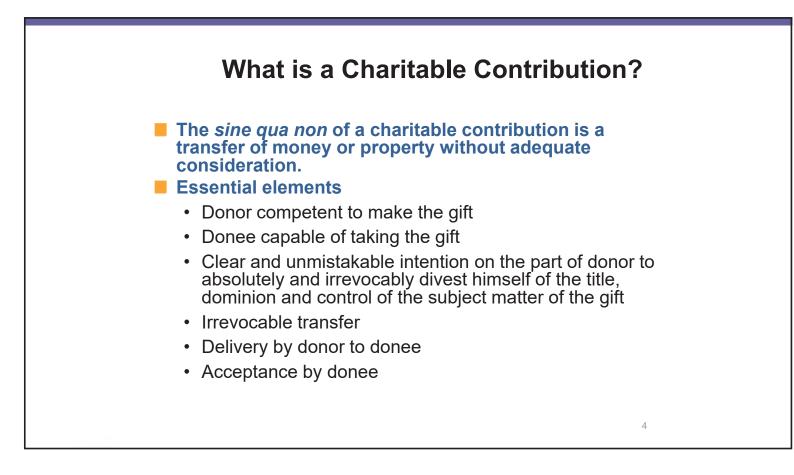
Sean P. Scally Vanderbilt University Nashville, Tennessee

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## **Quid Pro Quo Transactions**

A donor receives a privilege or benefit in return for a contribution

Charity must value the return benefit

Discussed later



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6

## Charitable Contribution or Not? Business Expense A business expense deduction is allowable if the payment is made with a reasonable expectation of a financial return commensurate with the amount of the payment A payment to charity made with the intent to increase business should be a business expense Payment for use of the charity's name in an advertising campaign (Rev. Rul. 63-73) Regular payments to charity in order to promote business (Rev. Rul. 72-314) Items "donated" for students

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## Title search: Charitable Contributions

Also available as part of the eCourse 2019 Higher Education Taxation Essentials eConference

First appeared as part of the conference materials for the 2019 Higher Education Taxation Essentials session "Charitable Contributions"