

A GUIDE TO GIFT AID

The easy way to boost your donations to us by 25%

Gift Aid is a brilliant way of increasing the value of your fundraising, at no cost to yourself or your donors. Anyone who is a UK income tax payer can reclaim the basic rate of tax on their individual donation. So, for every £1 donated, with Gift Aid we would get an extra 25p.



Can I claim Gift Aid on my fundraising?

HMRC don't allow Gift Aid claims on a total fundraised amount. Instead, you'll need to ask people to add their details to a Gift Aid form for each individual donation. If you raised £500 and all your donors qualified for Gift Aid, your gift would be worth £625. And that extra £125 could help keep our tissue bank open for two hours!

Who qualifies for Gift Aid?

To give through Gift Aid, you need to pay Income Tax or Capital Gains Tax in the UK. And the amount of tax you pay through these has to be equal to, or more than, the amount you'll be giving through Gift Aid that tax year. Other taxes, like VAT and Council Tax, don't qualify.

Can I claim Gift Aid?

Voluntary donations	✓
Sponsorships	✓
Sales of items or services	✗
Bucket collections	✗
Company donations	✗

How can I claim Gift Aid at my next event?

1. To claim Gift Aid, you must get formal consent from the donor. To do this, you'll need one of our sponsorship forms, which you'll find in your fundraising pack, or you can [download one from our website](#). Place this next to your collection box, or have it by the door as people come in.
2. Encourage everyone who donates to tick the Gift Aid column, and give their full name and home address. We need these details to claim Gift Aid, but we'll never use them to contact your guests about anything else.
3. Pop this form in the post to **Breast Cancer Now, Fifth Floor, Ibex House, 42-47 Minories, London EC3N 1DY**. We'll do the rest! And if you set up an online giving page, Gift Aid can be added without you needing to print a form. Make sure to add your name and Breast Cancer Now number to the form before sending it in, and if you don't know your number just get in touch.

Got a question? We're here to help.
Email community@breastcancernow.org
or call us on **0207 025 2425**

GIFT AID TIPS

5 ideas for raising Gift Aid



Coffee mornings

Remember, Gift Aid can only be claimed on voluntary donations and not on money given in exchange for goods or services. Ask for donations to attend, instead of having set prices for the coffee and cakes.

Ticketed events

You won't be able to claim Gift Aid on donations raised by ticket sales. Instead, you could make your event free with a suggested donation to enter. Or, you could split your ticket price into two – like a £10 ticket which covers £5 ticket price and £5 optional donation.



Fundraising parties

Get in touch with us to request some Gift Aid donation envelopes. These work well if you're holding a ball, or asking for donations instead of gifts at a wedding or birthday party. Find out more at breastcancernow.org/fundraise-in-celebration



Fundraising games

If you're including fundraising games or sweepstakes at your event, make it free to play but suggest that your guests make an optional donation. If you're selling raffle tickets at a fixed price, remember you won't be able to claim Gift Aid on these.



Sponsored events

If your friends and family are sponsoring you to take on a challenge, it's much easier to set up an online giving page and ask people to make donations directly through it. The donations and Gift Aid will come straight to us.

To find out more about Gift Aid, visit the HMRC website and search 'Gift Aid'.

Drop us a line to find out more:
community@breastcancernow.org
0207 025 2425

