

A Guide to Gift Aid

The easy way to boost your fundraising by 25%

What is Gift Aid?

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 receive an extra 25p from HM Revenue & Customs.

Can I claim Gift Aid on my fundraising?

HMRC do not 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 guests qualified for Gift Aid, your gift would be worth £625! That could help pay for an extra 4 hours of life-saving research.

Who qualifies for Gift Aid?

To qualify for Gift Aid you must be a UK tax payer and pay an amount of Income Tax or Capital Gains Tax each tax year (6 April – 5 April), at least equal to the amount of tax that all the charities you donate to will reclaim on your gifts for that tax year. Other taxes such as VAT and Council Tax do not qualify.

Gift Aid Declaration

I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Breast Cancer Now to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that tax year it is my responsibility to pay any difference. I understand the charity will reclaim 25p on every £1 that I have given.



Can I claim Gift Aid?

Voluntary donations	✓
Sponsorships	✓
Sales of items (or services)	X
Bucket collections	X
Company donations	X

How do I claim Gift Aid at my event?

- 1.** To claim gift aid, you must get formal consent from the donor. To do this, you'll need one of our Gift Aid forms, which you'll find in your fundraising pack, or you can download 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 provide their full name, and home address. These details are required in order to claim Gift Aid, but you can let your guests know that we won't be using these details to contact them personally.
- 3.** Pop this form in the post to Breast Cancer Now, Fifth Floor, Ibex House, 42-47 Minories, London EC3N 1DY. If you have a fundraising pack, there's a Freepost Envelope included. We'll do the rest!

Gift Aid tips

- ♥ **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 via ticket sales. Instead, you could make your event free with an optional suggested donation to enter. Or, you could split your ticket price into two – e.g. £10 a ticket which covers £5 ticket price + £5 optional donation.
- ♥ **Fundraising parties**
Get in touch with our team to request some Gift Aid donation envelopes. These work well if you're holding a ball, or asking for donations in lieu of gifts at a wedding or birthday party. Find out more at breastcancer.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".

Speak to a member of the team to find out more:

community@breastcancer.org

0333 20 70 300



Registered charity no. 1160558 (England and Wales), SC045584 (Scotland) and 1200 (Isle of Man).

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