



GIFT AID AND SPONSORED EVENTS BEST PRACTICE CHECK LIST

INTRODUCTION

Whenever you raise funds through a sponsored event, Gift Aid can help you increase this money by 28%. Although charities often include the Gift Aid option on forms, they still suffer from deficient Gift Aid information from donors. The guidance below can help charities improve usage of Gift Aid on their sponsored events. It also sets down the necessary Inland Revenue requirements that charities need to be aware of when claiming back the extra 28% on sponsorship donations.

Anyone organising an event for your charity should:

- Understand Gift Aid requirements and be able to answer basic questions about Gift Aid, if asked.
- Promote the benefit of using Gift Aid in event literature.
- Brief participants in advance about the benefit of asking for Gift Aid donations and the importance of getting all the necessary details on the sponsor form.

Participants should:

- Understand significant value of Gift Aid donations to your charity – 28% more.
- Understand they must get all necessary details and that they are legible.
- Reinforce the message that work addresses and ditto marks are not acceptable.

Sponsor forms must include:

1. Your charity name.
2. Date of the event (this is accepted as the date of payment for all donations).
3. The request to use Gift Aid. Recommended wording is:

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Use Gift Aid and you can make your donation worth more. For every pound you give, we get an extra 28 pence from the Inland Revenue. So just tick the box. It's that simple.

4. An explanation of the tax condition for donors. Recommended wording is:

To qualify for Gift Aid, what you pay in UK income tax or capital gains tax must at least equal the amount we will claim in the tax year (currently 28p for every £1 donated).

(And although it is not a tax requirement, people are more inclined to give their details if you reassure them that you will not use them to send mailings to them.)

You must obtain the following details:

- **Full name:** First name and surname, or initials and surname.
- **Full home address:** In the workplace where someone does not want colleagues to know home address, they can give just house name or number plus their postcode. But this is the exception rather than the rule.
- **Postcode:** Try to provide a separate column to make sure this is given.
- **Gift Aid tick box.**

You cannot claim Gift Aid where:

- Writing is illegible.
- You don't have full name – eg, mum, granny, Mr Smith.
- You have a work address.
- You have e-mail or web addresses.
- Donors have entered "ditto" marks.
- Donors haven't ticked the Gift Aid box.

Useful features to add into your sponsorship form:

- A sample entry to offer guidance and a reminder to donors on what to include. Repeat this half way down the page to prevent 'copy-cat' mistakes being made.
- A message reminding donors to Gift Aid their donations, which is repeated half way down.

- Use the Giftaidit logo where possible.
- A covering page with clear instructions for participants on what information is required.

Sample forms:

The Giving Campaign tested out various designs of sponsorship forms to see whether any are noticeably more successful than others. Four different forms were piloted at three events. The forms were based on one design that contained the basic features of a sponsorship form, and given a distinct feature that we felt could effectively increase the number of potential Gift Aid donations. Two forms, both of which incorporated some of the features mentioned above, proved to be the most successful. To use these forms for your own events and to see further details on this survey, please visit www.givingcampaign.org.uk.

It is recommended that, for the purposes of the audit trail, charities should date stamp the donor sponsorship form to show when they receive payment from the participator.

Follow up:

It could be worthwhile having someone to go through the forms to get missing information, eg, finding and adding missing postcodes or following up any sizeable donations that have not been Gift Aid-ed.

The claim:

- Where the number of donors is relatively small, charities should include the donor details on the schedule R68 (New Gift Aid). The form is available from the Inland Revenue at www.inlandrevenue.gov.uk/charities or 0845 302 0203.
- For larger events, the Inland Revenue recognise that this approach may not be practical. If this is the case, they will accept claims on a special, modified, basis. Here, charities need to:
 1. Notify the Inland Revenue by phone or in writing of their intention to use the modified basis in advance of the event.
 2. Tell the Inland Revenue by phone or in writing of the name of the charity; date of the event; estimated number of participators, and the estimated amount of sponsorship money expected to be raised.

3. Submit a separate Gift Aid claim as soon as possible after the event, solely for this event.
 4. Submit a covering note explaining that it relates to the event, and notes the total amount of sponsorship raised, and the proportion of that total on which Gift Aid claims are being made.
- For the modified procedure, individual donor details do not need to be included in the R68 (New Gift Aid), but instead charities should include the amounts on individual participants sponsor sheets where Gift Aid declarations have been made. Each entry on the R68 (New Gift Aid) should identify the sponsor sheet in question, either by use of the participant's name or by use of an individual reference. The entry in the 'Total donation(s) received' column should be the total of amounts on the sponsor sheet in respect of which Gift Aid declarations have been obtained.

Additional Information

The Giving Campaign

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www.givingcampaign.org.uk

The Inland Revenue

0845 302 0203

www.inlandrevenue.gov.uk

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