

# Give to charity?

giftaid it

Thanks to Gift Aid, last year charities got an extra £472 million to fund their work, but if everyone had used Gift Aid, it could have been much, much more.

giftaid it

Using Gift Aid means that for every pound you give, the charity gets an extra **28 pence** from the Inland Revenue, helping your donation go further. Gift Aid allows the charity to reclaim the basic rate of income tax you've paid on the donation.

If you're a taxpayer, this means that **£100** can be turned into **£128** just so long as donations are made through Gift Aid. Imagine what a difference that could make, and it doesn't cost you a thing.

On top of that, if you're a higher rate taxpayer, you can claim further tax relief on the donation in your annual tax return.

So, next time you give a donation to charity, tell them you want to **Gift Aid it** and they'll do the rest.

“*Now, whenever I give to charity, I Gift Aid it. It's more for them, no hassle for me. Why wouldn't you Gift Aid it?*”

## You can also give to charity in other tax-effective ways

### Payroll Giving

Give to charity using Payroll Giving and the donation comes off your salary before you're taxed, so it costs you less.

For example, if you're a higher rate taxpayer and you give **£100** a month from your payroll, it only costs you **£60**. If your employer is one of the many companies now offering Payroll Giving, you can donate regularly and cost-effectively, with minimum fuss, to your favourite charities.

*It's a great way to give. It comes straight off my salary and it happens every month without having to do anything.*

*I'd never thought about donating shares, but when the charity suggested it, it made sense. The income tax relief was a real bonus.*

### Share Giving

Donate listed shares to charity and you'll get income tax relief.

For example, if you're a higher rate taxpayer and you donate **£1,000** of shares, you could get **£400** knocked off your income tax bill. On top of that, you won't be liable for tax on any capital gains.

### Land and Buildings

Now you can also get the same tax relief if you donate land or a building to charity.

## So, next time you give to charity, make sure you give tax-effectively and help your donation go as far as possible.

Call your favourite charity, visit [www.givingcampaign.org.uk](http://www.givingcampaign.org.uk) or call 020 7930 3154 to find out more about:

■ Gift Aid ■ Payroll Giving ■ Share Giving ■ Charitable Trusts ■ Legacies

  
the giving campaign

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 Inland Revenue