



▶ What is **Gift Aid**?

Gift Aid is one of the simplest and most effective ways of giving to charity. A scheme that is available to registered UK charities where they can reclaim tax from **HM Revenue and Customs** when they receive donations from eligible tax payers.

Gift Aid is important for charities as millions of pounds extra go to the charity sector. In 2018-2019 over **70,000** charities received **£1,350** million in Gift Aid. Each time an eligible tax payer donates and forgets to tick the Gift Aid box, the charity misses out.

▶ How does **Gift Aid** work?

When a UK tax payer gives a gift of money to a charity, tax has already been paid on that donation, because charities are exempt from tax they can then claim it back.

Charities can claim an extra 25p for every £1 they receive in donations. That's as long as the person donating has paid the basic rate of tax and made the donation from their own funds.

This means Gift Aid can increase the value of the donation by 25%. So, for example, on a donation of £20 the charity can claim an extra £5, making your gift worth £25.

▶ How do I add **Gift Aid** to my donation?

If the family have added a UK charity to their loved one's funeral notice, you will have the option to make a donation in their memory. When you start to make your donation, you will be asked to confirm your name, address, postcode and email. On the following page, you will be asked whether or not you are a UK taxpayer and to confirm if you **wish to add Gift Aid to your donation** by checking a box – simple as that. You will then be taken to the payment page to submit your donation.

Over **£60,000** per month is raised in donations via **funeral-notices.co.uk** for charities that have been close to the hearts of families who have lost their loved ones.

74% of all our online **donations** add *giftaid it*

Remember to include our **online** donations service to your notice