

A lifesaver's guide to:

Gift Aid

A fundraiser's best friend...

Gift Aid is a scheme which enables registered charities like Anthony Nolan to claim tax back from the government on donations made by UK taxpayers. This increases the value of the donation at no extra cost to you or your donors.

It's a win-win!

So if you raise **£500**, Gift Aid could add **another £125** to that amount, making your grand total **£625!** That extra money is enough to **add another three** lifesaving stem cell donors to the register.

Through Gift Aid alone, amazing Anthony Nolan supporters like you raise enough to add around **4,500 more potential donors** to the register each year.

For a financial donation to qualify for Gift Aid, the payee **must** be a UK taxpayer. The amount of tax they pay must be at least equal to the amount of Gift Aid that all charities reclaim.

Simply ask the people who donate to you to complete one of our gift aid forms – pop the form in an envelope and post it back to:

**Supporter Services,
Anthony Nolan,
2 Heathgate Place,
75–87 Agincourt Road,
London NW3 2NU.**

For every £1 donation made with Gift Aid, Anthony Nolan receives an extra 25p from HM Revenue & Customs.



Some handy Gift Aid tips & tricks



Gift Aid your events

Whether you're holding a pamper evening full of face masks or a games night full of poker faces, get your guests to make a suggested donation so you can claim Gift Aid.



Online fundraising pages

Pop a line on your page encouraging people to Gift Aid their donations to you. Make it clear it's not only SUPER easy to do but won't cost them a penny.



Tickets please!

Waive a set entry fee to your fundraising events and ask for donations to attend instead.



Push the envelope

Hand out Anthony Nolan Gift Aid donation envelopes at your fundraising events to make things as simple and straightforward as possible.



Going... Going... Gone!

If you're planning a charity auction, you can claim Gift Aid on anything above the retail value of the item that is being bid for. It's crucial to make clear to your bidders what the retail price is!

So if you auctioned off a weekend for two in the Bahamas (aim high right?) with a retail price of £500 and it sells for £750, you can claim Gift Aid on the extra £250, raising another £50.

By claiming Gift Aid you can help us unlock the answers inside us all so every patient that needs us can not only survive, but thrive.