

Gift Aid Declaration – For past, present & future donations

Name History of Advertising Trust
Registration Number 276194

Please treat as Gift Aid donations all qualifying gifts of money made

today in the past 4 years in the future

Please tick all boxes you wish to apply.

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 28p of tax on every £1 that I gave up to 5 April 2008 and will reclaim 25p of tax on every £1 that I give on or after 6 April 2008.

Donor's Details

Title _____ First name or initial(s) _____

Surname _____

Full home address _____

Postcode _____

Signature _____ Date _____

Please notify the charity or CASC if you:

- *Want to cancel this declaration*
- *Change your name or home address*
- *No longer pay sufficient tax on your income and/or capital gains*

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all Gift Aid donations on your Self Assessment tax return or ask HM Revenue & Customs to adjust your tax code.

We thank you for your help. This note will be passed by us to H M Revenue & Customs in order to reclaim the tax and Also held here as a record. You may wish to keep a copy for your own records.

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The Archive of Brand Communication

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President **Nishma Robb** Chair of Trustees **Tom Knox** Deputy Chair **James Best** Executive Director **John Gordon-Saker**

Registered Charity No.276194 Limited by Guarantee No.1354445 VAT No. GB354264653



How Gift Aid works

The Gift Aid scheme is for gifts of money by individuals who pay UK tax. Gift Aid donations are regarded as having basic rate tax deducted by the donor. Charities or CASCs take your donation - which is money you've already paid tax on - and reclaim the basic rate tax from HM Revenue & Customs (HMRC) on its 'gross' equivalent - the amount before basic rate tax was deducted.

Basic rate tax is 20 per cent, so this means that if you give £10 using Gift Aid, it's worth £12.50 to the charity.

How to make a donation using Gift Aid

In order to make a Gift Aid donation you'll need to make a Gift Aid declaration. The charity will normally ask you to complete a simple form - one form can cover every gift made to the same charity or CASC for whatever period you choose and can cover gifts you have already made and/or gifts you may make in the future.