

# Gift Aid

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## Turn every £1 donation into £1.25

Under Gift Aid, the HM Revenue and Customs (HMRC) will usually top up every £1 given to Alzheimer's Society with 25p. So the Society could receive £250 for every £1,000 you donate with no extra expense to you or your sponsors.\*

For donations to be eligible for Gift Aid, the donor needs to be a UK taxpayer and will have had to have paid an amount of income/capital gains tax equal to or higher than the amount claimed by all charities and CASCs from HM Revenue & Customs. (taxes such as VAT and Council Tax do not qualify).

This means, for the Society to claim £2.50 on a £10 donation, the sponsor must have paid at least £2.50 in tax.

Gift Aid cannot be claimed on company donations.

### To allow us to claim this much-needed additional income, you or your sponsors must

1. Tick the Gift Aid box on your sponsorship form when they sponsor you.
2. Write their full name and title.
3. Include their home address with full postcode.
4. Avoid ditto marks. If a number of sponsors live at the same address they must each complete the address and postcode fields.
5. Donate individually. You cannot make joint donations, for example from Mr and Mrs Smith as the HMRC needs to determine who the taxpayer is.



**Gift Aid my donation now >**

### **You should**

1. Reassure your sponsors that we do not use their details for marketing purposes.
2. Fill in the 'date payment received box' on the sponsorship form when you receive the donation.
3. Return all sponsorship forms with your donation form to Alzheimer's Society when all the outstanding funds have been collected. We can't claim the Gift Aid without these forms.

The information above applies to offline donations only. [Justgiving](#) and other online fundraising sites will automatically claim Gift Aid on behalf of your sponsors where they are eligible.

For more information about Gift Aid, please contact our Supporter Care team on 0870 417 0192 or visit the HMRC's website: [www.hmrc.gov.uk](http://www.hmrc.gov.uk)

Please note that if there are restrictions specific to Alzheimer's Society event you are taking part in, additional Gift Aid information can be found in your event pack.

If you are organising your own event, please note that money raised through sales of tickets, goods or refreshments is not eligible for Gift Aid.

### **Gift Aid Declaration**

You can either fill in your [gift aid declaration online](#) or [download the form and send it in to us](#).

**\* Please note that Gift Aid top-ups cannot be considered part of your sponsorship target.**

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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