

The Gift Aid Emergency Relief Campaign

The Gift Aid Emergency Relief campaign is calling for a temporary change in the rate at which Gift Aid is paid out to help charities access vital funds they need to survive, at a time when they have never been more needed.

It is a sector campaign led by Charities Aid Foundation, Chartered Institute of Fundraising, Charity Finance Group, Charity Tax Group, National Council for Voluntary Organisations, Institute of Fundraising Scotland and Scottish Council for Voluntary Organisations, Small Charities Coalition, Charity Retail Association and Association of Chief Executives of Voluntary Organisations and backed by hundreds of charity supporters.

Charities are anticipating a 24% loss in income this year which would mean a £12.4 billion loss to the sector as a whole. The proposal of a two-year Gift Aid Emergency Relief scheme is modelled on a previous successful Gift Aid Transitional Relief in 2008 (which saw Gift Aid increase to 28% for three years), and would also include the removal of barriers to the Gift Aid Small Donations Scheme to ensure all small charities and community groups that are less likely to make use of Gift Aid can access the scheme.

The change would mean:

- A £100 donation from a UK taxpayer would increase to £133.33 for the charity once Gift Aid has been claimed (compared to £125 as it is currently).
- This means the Gift Aid claimed on every eligible donation would increase by one-third, instead of by one-quarter.
- Eligible donations that can be claimed under the Gift Aid Small Donation Scheme would increase from £8k to £10k.

How can you help?

There are a number of simple actions you can take as a charity supporter to promote and build political support for the campaign, using free resources we will provide in this Campaign Pack.

- Check out the Campaign Activities Timeline (document #2 in the folder) for a social media plan, sample messages and images to use on your social channels (provided)
- You can also write to your MP (template #3 provided) asking them to support the campaign, please include the FAQ document (#4) and draft PQs (#5) to help your MP support the campaign
- Encouraging news media in your charities local area to cover the campaign by sharing a template press release provided (#6)
- Ask your supporters to also write to their MP (template included #7) to support the campaign
- If you are planning a submission to the Comprehensive Spending Review (and Budget when confirmed), please consider including a section on the Gift Aid campaign (copy provided #8)

More information

You can find further information on the site for the [Gift Aid Emergency Relief Campaign](#) to help you be an ambassador for the campaign and answer any questions that may arise.

Here you can find the longer [Campaign Briefing](#), campaign [FAQs](#), supportive [statements](#) from charity supporters, relevant news and blogs, and the [sign up form](#) to share with your contacts.