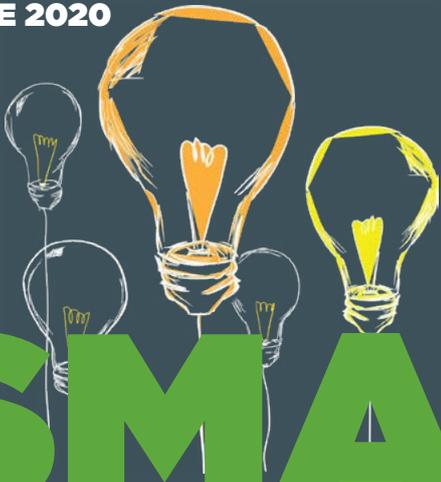


ISSUE 2020

Smartgiving™  
Don't just give SmartGive



# SMARTTALK

TOP UP YOUR ACCOUNT  
BY 5 APRIL

GIVE AS  
YOU EARN

CHARITY VOUCHER  
SCHEME

FUNDRAISE THE  
SMART WAY

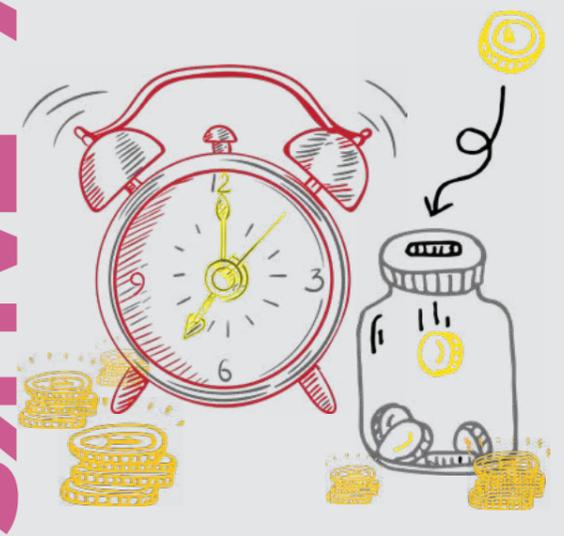


 Registered with  
FUNDRAISING  
REGULATOR

### GAIN A FURTHER 25% TAX RELIEF BY 5 APRIL 2020

The end of the tax year is approaching so remember to top up your charity account **by 5 April 2020**.

Higher rate taxpayers will benefit from an extra 25% tax relief for the 2019/ 2020 tax year.



# TALK SHOP

## DON'T LET YOUR TAX RETURN BE TAXING

If you are a higher or additional rate taxpayer hoping to receive a full rebate you will need to include the amount of charitable donations you have made through **SmartGiving** during the last tax year on your tax return.

You can credit your additional rebate to your charity account by nominating **SmartGiving** on your tax return using the tax reference **SAR18GG**.



# DID YOU KNOW...

## SMARTGIVING IN NUMBERS - 2019



**2,119 CHARITIES BENEFITED FROM SMARTGIVING**

**10,963 REGISTERED CHARITIES ON SMARTGIVING AND GROWING**

**1 in 3 USE THE ONLINE SMARTGIVING PLATFORM, 2 IN 3 USE CHARITY VOUCHERS**

**65+ CLIENTS DONATE REGULARLY VIA THEIR PAYROLL AND PAY LESS TAX**

**£7.56m DONATED TO CHARITIES IN 2019 VIA SMARTGIVING**

**Payroll Giving** enables you to donate straight from your pay before tax. Your donation is calculated after your National Insurance contribution, but before Income Tax is deducted; this means part of your donation comes from money that would otherwise have been taken by HMRC. **This means it costs you less while the charity gets more of your donation!**

**SmartGiving** is one of just a few authorised Payroll Giving agencies in the UK. Recognised by HMRC, **SmartGiving** can facilitate Payroll Giving to any UK registered charity and will handle all the administration, taking away the headache from the companies.

### Want to know more?

Contact Jeremy Freeman or Paula Isaacs:  
[jeremy.freeman@smartgiving.org.uk](mailto:jeremy.freeman@smartgiving.org.uk)  
[paula.isaacs@smartgiving.org.uk](mailto:paula.isaacs@smartgiving.org.uk)

We applaud the selfless and amazing commitment made by fundraisers who train for months and years to run marathons, face their fears by jumping out of aeroplanes or open their homes to the community for charity bakes and coffee mornings.

**SmartGiving** empowers charities and their supporters to make a difference. Join thousands of other fundraisers all raising money for causes they care about by using our **SmartGiving** platform. Unlike other fundraising platforms, SmartGiving allows account holders to donate directly to our fundraising pages.

If your sponsors want to give you cash, cheques or charity vouchers towards your cause, you can add this manually to your fundraising page, allowing you to always keep on top of the total amount raised.

[smartgiving.org.uk/fundraising](http://smartgiving.org.uk/fundraising)



# YEAR IN REVIEW

Since joining Paula Isaacs and Carmen Gabra as part of the **SmartGiving** team back in February 2019 as its Marketing and Business Development Manager, I have had the privilege of seeing first-hand the impact our clients are having by supporting charities big and small and feel very proud that we are enabling them to do that as effectively as possible!

Over the past year we have been heavily involved in both developing the services we offer, all of which has involved consulting our clients on their wants and needs and also working on updating and developing a brand new website by 2021. This will further improve ease-of-use for you.

**SmartGiving** remains the best kept secret in the world of charitable giving. Many of our new clients have come from word-of-mouth, which I want to encourage and reward. So if you recommend us to friends and family who sign-up, **SmartGiving** will make a donation to your favourite charity. (See details on back page.)

Please contact [jeremy.freeman@smartgiving.org.uk](mailto:jeremy.freeman@smartgiving.org.uk) - for suggestions and feedback.

## ZERO-FEE TRANSFERS FROM OTHER CHARITY ACCOUNTS



Do you have another charity account with another organisation? Do you find it confusing running multiple charity accounts, or perhaps you have had an account for many years and haven't got around to closing it?

Do you know a friend or family member that has an account with another organisation - let them know that our fees are very competitive, and they can ask us for a comparison quote.

Are you aware that **SmartGiving** offer a zero-fee transfer of funds from other charity accounts? Any funds transferred into your **SmartGiving** account will not be charged a fee. (Please note that Gift Aid cannot be added as this has already been applied by the original organisation.)

Contact Jeremy for further details on [jeremy.freeman@smartgiving.org.uk](mailto:jeremy.freeman@smartgiving.org.uk)

# CORPORATE CHARITY PARTNERSHIP

## Have you ever thought about making charitable support a key part of your business strategy?

Supporting a charity or cause that your staff believe in is a great way of engaging your team in your values, as well as communicating to your customers that you are a socially responsible organisation.

There are several reasons to consider a corporate charity partnership - it results in better brand recognition, increased visibility and revenue. It also boosts office morale and encourages teambuilding. This has enhanced employee relations and retention.

Matched Giving enables your employees the chance to boost their fundraising since their employer matches the money they've raised. Our matched giving scheme allows you to match payroll donations and employee fundraising. Matched Giving is tax-effective and can be deducted from your company's corporation tax.

Please contact Jeremy [jeremy.freeman@smartgiving.org.uk](mailto:jeremy.freeman@smartgiving.org.uk) to discuss how **SmartGiving** can help your company set up a corporate charity partnership.

# CHARITY VOUCHER SCHEME

## Charities - vouch for us and we'll vouch for you

**SmartGiving** have recently set up a new scheme that enables charities to raise funds simply by encouraging their supporters to set up a new **SmartGiving** account.

At no cost to the charity, we can create a dedicated charity voucher scheme that will enable them to easily promote **SmartGiving** to their supporters - and receive donations in the form of free gift vouchers in return. The scheme has already raised funds on behalf of charities who have already signed up.

## What's it worth to charities?

Your supporter sets up a **SmartGiving** account and tops up with £100.00, the charity will receive £25.00.  
Your supporter sets up a **SmartGiving** account and tops up with £200.00, the charity will receive £50.00.  
Your supporter sets up a **SmartGiving** account and tops up with £500.00, the charity will receive £100.00.

(Please note, the voucher scheme does not apply to existing SmartGiving account holders.)

Interested? Please contact [jeremy.freeman@smartgiving.org.uk](mailto:jeremy.freeman@smartgiving.org.uk) for further information.



# NEW TERMS AND CONDITIONS

At **SmartGiving**, we're committed to assisting our clients with their charitable giving. In an effort to improve our experience with you, we have implemented some updates to our terms and conditions. These include the adoption of a new Letter of Wishes.

When an account holder dies any remaining funds that they have put into their account are outside their estate for probate and inheritance tax purposes. A Letter of Wishes tells us, and your family and/or executors, the charities you'd like to support after your death. This makes the process more straightforward. All you need do is to list the charities or charitable causes in your Letter of Wishes and send it to us. You can change your mind as many times as you wish by simply sending us an updated Letter of Wishes.

You can view our terms and conditions and download the Letter of Wishes online from our website [www.smartgiving.org.uk](http://www.smartgiving.org.uk) or please request via email from [paula.isaacs@smartgiving.org.uk](mailto:paula.isaacs@smartgiving.org.uk)



# SHARE THE BENEFITS

If you're using **SmartGiving**, why not let others know?

Friends, family and even spouses can benefit from opening an account with us - and if they do, you'll be rewarded too!

For every successful recommendation, we will reward you with a £25 donation to your favourite charity, as long as the account is set up with a minimum of £100.00.

**Closing date - 31st December 2020**

Please contact [jeremy.freeman@smartgiving.org.uk](mailto:jeremy.freeman@smartgiving.org.uk) with your successful recommendation.

# TALK TO US

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