

Tax effective giving

Gift Aid is one of the simplest and most effective ways of giving to charity. It is a scheme introduced by the Inland Revenue, which allows us to reclaim the basic rate of tax you pay as an UK taxpayer. Currently, this is a further 28p for every £1 you give at absolutely no extra cost to you.

If you are a higher rate taxpayer, we are still able to claim the basic rate of tax on your donation and you are able to reclaim the additional difference through your tax return. You may choose to donate this additional sum back to the British Red Cross by completing the information on your form.

If you are unsure whether you are eligible for donating by Gift Aid, or simply want more information, contact the Inland Revenue directly by calling their Gift Aid helpline on 0151 472 6038 or visit www.inlandrevenue.gov.uk.

Gifts of shares

Since 6 April 2000, individuals can get income tax relief in addition to capital gains tax relief on gifts of shares or securities to charities. This means that, as a donor you will get tax relief on the full market value of the shares at the date of sale or transfer.

The shares can either be transferred into the name of the British Red Cross Society using a stock transfer form or sold on behalf of the charity by the donor. In both cases, evidence of the transaction needs to be provided to the revenue on the your annual tax return before tax relief can be applied.

Where to get further information

We would advise all donors to seek independent advice when making major decisions relating to personal financial and taxation circumstances. For further information, see the following:

- > **Inland Revenue:** www.hmrc.gov.uk/charities
- > **The Giving Campaign** (government and charity initiative): www.givingcampaign.org.uk

Making a multi-year commitment

Multi-year funding provides an assured income over several years, which means we can plan for the future, budget more efficiently and ensure that money is available where it is needed most. Such funding enables us to establish long-term projects and secure improvements in the lives of the people we help over several years.

Frequently Asked Questions

Why should I give an unrestricted donation?

With the exception of large-scale emergencies, we usually ask for donations to our general funds because it gives us greater flexibility in allocating funds where and when they are most needed. Although it is sometimes possible to restrict your donation to a particular country, this may limit the effectiveness of our planning and, crucially, our ability to respond.

What are your administration charges? How do you justify them?

Like any other organisation, charities have administration and income-raising costs, which guarantee their development and effectiveness. To ensure as much money as possible goes to the cause, all charities have to be able to manage themselves effectively. In 2006, 10 per cent of our expenditure was spent on necessary support costs. The rest – 90 per cent – went directly towards supporting vulnerable people in crisis.

What distinguishes the British Red Cross from other international aid organisations?

The British Red Cross is part of the world's largest humanitarian organisation. With 97 million members, the Red Cross has a truly global reach and a presence in 186 countries across the world. Our volunteer base ensures both local knowledge and maximum benefit to those we help, while our neutrality ensures unparalleled access in situations where other agencies may not be able to operate.

Where does the Red Cross have a presence?

The Red Cross Red Crescent Movement has National Societies in 186 countries. Each country that is a signatory to the Geneva Conventions has a National Society.

Why do you need a Red Crystal emblem?

By offering new possibilities for protection and identification to National Societies and states that wish to use the Red Crystal, this underlines our commitment to neutral and independent humanitarian action. Ultimately, the goal is to improve protection for all those who need it, whether they are benefiting from humanitarian aid or delivering it.

How does the Red Cross and Red Crescent Movement work together?

The Movement operates under the guidance of two organisations based in Geneva:

The International Committee of the Red Cross (ICRC) is an organisation whose mission is to protect the lives and dignity of victims of conflict and to provide them with assistance. It coordinates our international relief activities in situations of conflict and also prevents suffering by promoting humanitarian law.

The International Federation of Red Cross and Red Crescent Societies (IFRC) coordinates our international assistance to victims of natural or man-made disasters, and health emergencies. It promotes co-operation between National Societies and works to strengthen their capacity to carry out effective disaster preparedness, health and social programmes.

Does the Red Cross always do the same work in each country?

There are three core activities that all National Societies are responsible for: emergency response, first aid and tracing people separated by conflict. Beyond this, each National Society provides specific services to meet needs within their own countries. These activities range from the provision of blood services to running the ambulance service.

How can I be sure that money is going to the people who really need it?

When the British Red Cross transfers funds to overseas projects, the money sent remains within the Red Cross Movement. We do not fund partner organisations. This ensures that we can maintain rigorous control over our finances and are transparent and accountable.

Can I visit an overseas project I support?

Where supporters have made a significant commitment to fund an overseas project, we are able to arrange for an overseas visit. However, not all projects are appropriate to visit, such as those in conflict situations. We must also ensure that the dignity of the people we help is protected.

How can you ensure that my personal information will be protected?

We are committed to protecting your privacy. This statement is made in light of the requirements of the Data Protection Act 1998 in order to alert you to British Red Cross' data processing practices that will govern the processing of your data. We take appropriate measures to ensure that the information disclosed to us is kept secure, accurate and up to date. It is kept only for so long as is necessary for the purposes for which it is used.