

What a difference a tick ✓ makes!

giftaid it **Gift Aid** is really important to us – last year, thanks to lots of people ticking the box, the Government gave us an extra £46,154 and it didn't cost schools or families an extra penny.

BUT there are lots of people who don't fill the sponsorship forms in accurately meaning that we can't claim back **Gift Aid** on their donation. We go through each sponsorship card individually to check every entry. With the right details, **Readathon** can claim an extra 25% on a donation. For example, if you donate £10 and tick the **Gift Aid** box with all the correct details, **Readathon** will actually receive £12.50 at no extra cost to you!

So, the things we need to be able to claim **Gift Aid** are:

- Full name including initial or first name and surname
- Full address including house name/number and postcode
- Full amount paid by you to the child you are sponsoring

Telling children about **Gift Aid** and how important it can be to charities makes a great life lesson. It can also help with the economic wellbeing requirements of the curriculum.

And please don't worry ... these details will not be used for any mailings!

👉 Here's a light-hearted look at how people get it wrong...

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SPONSOR'S FULL NAME	SPONSOR'S HOME ADDRESS	POSTCODE	AMOUNT	COLLECTED	Where it went wrong!
Charlie Bucket	Willie Wonka's Chocolate Factory	WW1 1CF	✓ £1 per book	£10	We need your home address, not business.
Miss Trunchbull	Crunchem Hall Elementary School, Great Missenden	MT1 1D4	✓ £10	£10	We need a home address, even for teachers!
F. M. F.	Foxhole Farm, Farmington	FMI 1RD	✓ £1 per book	£10	We need more than just your initials, Mr Fox!
Master H. Henry	123 My Street, Anytown	ACB 312	✓ £5	£5	Children aren't taxpayers so we can't claim.
Tracy Beaker	Elm Tree House, Mytown	TBI ET2	✓ £1 per book		You haven't told us the total, so we get nothing!
Mr & Mrs Twit	123 Roald Dahl Road	RDI 1RD	✓ £10	£10	There's no first names or initials.
Alex Rider	01229 34578		✓ £1 per book	£15	Your phone number is no use to us.
The Gruffalo family	The Deep Dark Woods	AMO USE	✓ £5	£5	No families please, we need an individual taxpayer.
Mr S. Black	12 Grimmauld Place, London	NI 2HP	✓ £1 per book	£20	Perfect! Initial and surname, house number, street, town, postcode and the final figure donated – well done!