

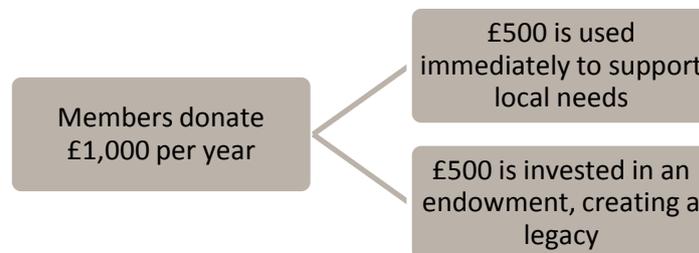
# PHILANTHROPY CLUB

With hundreds of local community groups near your front doorstep or your office, how do you make the best choice about who to support? East End Community Foundation's Philanthropy Club brings together people who have a passion for making a difference in the community. You can support a variety of local charities and community groups through a simple annual or monthly donation and take advantage of a series of exclusive member benefits.

- Local giving is made easy; your annual or monthly donation will be pooled with other club members and used to support a variety of local community projects.
- Make a difference where it is most needed; help increase opportunities in some of the most deprived areas in London and the UK.
- Make an impact now, and in years to come; your donation will be split to support projects immediately and to create a legacy through an endowment fund.
- Hear first-hand how you are helping the local community; attend club events throughout the year to meet projects in person and network with other members.
- Have your say; vote to choose the local projects you collectively wish to support and share thoughts and insights on local issues that you care about with our board and staff.

## How will my donation be spent?

Members donate £1,000 per year either in a single donation or spread out over 12 months. £500 is used immediately to support local needs, and £500 is invested in an endowment.



A proportion of Philanthropy Club donations are awarded to specific initiatives, voted on and chosen by Club members, and EECF use the remaining funds to support charitable activity across the East End. The investment income will create a lasting legacy, enabling us to give out grants to local projects for years to come.

## What will my donation support?

100% of member donations are used to fund charitable activity in the East End as Club events and administration is funded through sponsorship and Gift Aid. If you are a UK taxpayer, EECF can claim an extra 25% back from the government without it costing you a penny extra.

We use our expertise and local knowledge to target issues that need your investment the most, such as: education projects that aim to raise attainment, employment and training programmes that give long-term unemployed people the skills and opportunity to secure work and community projects that alleviate poverty and reduce social isolation.

## Why give to EECF?

EECF's annual research report, Vital Signs, reveals the East End is performing worse than 80% of the country for the social themes: fairness, healthy living, housing & homelessness and safety. By increasing opportunities for local people, together, we can help break this cycle.

EECF has over 25 years' experience and local knowledge of giving philanthropy advice to donors and awarding funding to small, local charities and community organisations; in 2016 we gave out £887,966 to local projects and reached 12,500 residents. We are here to help you get the best impact from your donation and improve the quality of life and opportunities for local people. We champion local giving, and give a voice to fantastic projects that might otherwise be unnoticed.

## Can I meet other members and hear about the projects we support?

As a Club member, you will be invited to events throughout the year. You can meet fellow members and EECF donors, network, join in discussions about philanthropy in London and see the impact the Club is making in the community first-hand, by speaking to EECF staff and funded projects. You will also receive a copy of our Annual Review and annual research report and local giving guide, Vital Signs, as well as updates about the progress of Philanthropy Club funded projects.

## Can my donation be match-funded?

If your employer offers a match-funding scheme your donation could be worth even more to the local community. We welcome match-funding in addition to your £1,000 annual donation, however, match-funding can't be used as part of your membership donation.

## Can I donate using my business bank account?

As membership is for individuals rather than companies, we recommend donations are made from personal bank accounts. Donations made from company bank accounts are not eligible for Gift Aid. If you chose to donate using this method we request an additional contribution of £250 to make up the shortfall.

## Can I claim tax relief on my donations?

If you're a Higher or Additional Rate taxpayer, you can claim the difference between your tax rate (40 or 45%) and the basic rate of tax (20%) on your charitable donations. If you're eligible for a tax rebate, this means in real terms a donation of £1,000 for a higher rate taxpayer will only cost £750 per year (around £15 per week).

You must include all your Gift Aid donations and record the net amount you donated in the relevant section of your Self-Assessment tax return. Alternatively, you can ask HM Revenue and Customs to adjust your tax code to account for your Gift Aid tax relief. Payroll Giving and Limited Company donations are not part of the Gift Aid Scheme and tax relief cannot be reclaimed on these amounts.

## How do I become a member?

We have a number of giving options to enable you to become a Club member including by standing order, online and by cheque. Please contact Mariana Ferreira via [mariana.ferreira@eastendcf.org](mailto:mariana.ferreira@eastendcf.org) or phone 020 7345 4445 for a membership form and further information.

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