



How to double your gift!

Many companies offer 'matched giving' programs to encourage employees to contribute to charitable organisations. Some provide matching funds to support employee volunteer hours. Most of these programs match contributions £1 for £1, and some will even double or triple the amount of your gift!

For an individual donor, the matching gift process is pretty straightforward

1. Before you start fundraising, determine if your final total will be eligible to be matched. Every company is different, but a good starting point would be to approach your HR advisor or your line manager in writing (see guidance below).
2. Check if there are any conditions attached to your employer's policy, e.g. your total needs to be a certain amount or that your employer will only match your fundraising efforts once during your employment.
3. Complete your fundraising event or activity and have a clear final total with proof (normally a print out of your online fundraising page, or the paperwork associated with offline donations). Remember to include proof of all individual gift aid* donations as well as this adds an additional 25% to your total.
4. Fill out the required form.
5. Submit the match form either electronically or by mail as per your employers instructions.

Helpful information

- Donating through *Gift Aid means charities can claim an extra 25p for every £1 that is donated and it doesn't cost the donor any extra. To qualify, each donor needs to give a declaration that they want to donate to through Gift Aid. If a donation is made online, say via Justgiving, the gift aid is automatically added to the donation. If a donation is made offline, the gift aid declaration can be collected via a sponsorship form or a quick form. Companies cannot donate Gift Aid, just individuals that pay income or capital gains tax.
- *braintrust* is a UK Registered Charity – No. 1114634.
- Employers can read more about our work at braintrust.org.uk