

# Serpentine Gallery

## Benefactors of the Serpentine Gallery



## WHY WE NEED YOUR SUPPORT



- Your annual gift will help us to continue to achieve our vision for the Serpentine's acclaimed Exhibition, Architecture and Education Programme, as well as our substantial fundraising target.
- Your generosity will ensure that this Programme continues to reflect the Gallery's international status and that our ambitious plans are realised.
- Your support will also nurture the ever-expanding Education Programme, which helps the broadest range of visitors to understand and enjoy modern and contemporary art.
- Above all, you will be part of an important group of supporters who ensure the continued vitality of the Gallery in the years to come.

### Thank you

#### **How to become a Benefactor:**

Please complete the enclosed forms and return it to Rachel Stephens, Membership Secretary, Individual Giving at Serpentine Gallery, Kensington Gardens, London, W2 3XA, Telephone: 020 7298 1526 Fax: 020 7402 4103, Email: [rachel.stephens@serpentinegallery.org](mailto:rachel.stephens@serpentinegallery.org)

American Supporters: In order for your contribution to be tax effective in the US, may we suggest your donation is made payable to CAFAmerica, which is registered in the US as a 501(c) (3) tax-exempt organisation. CAFAmerica will charge an 8% administrative fee for handling this donation and forwarding it to the Serpentine Gallery.

## BENEFACTORS OF THE SERPENTINE GALLERY BENEFITS AND ACKNOWLEDGEMENT

We would like to acknowledge the generosity of Benefactors who donate £500 per annum for five years to the Serpentine Gallery in the following ways:

- **Acknowledgement on the Individual Supporters Board** in the entrance lobby of the Gallery.
- **Acknowledgement in catalogues** published by the Serpentine.
- **Acknowledgement in the Publicity Bulletins** produced by the Serpentine Gallery to accompany each of the five annual exhibitions and the annual architecture commission.
- **Invitations to six VIP Private Views** of Serpentine Gallery exhibitions per annum with a curator's talk.
- **Invitations to six Donors Breakfasts** per annum with a curator's talk.
- **Priority booking** on Limited Edition Prints produced by the Serpentine Gallery.



## BENEFACTORS DECLARATION FORM: UK TAXPAYER

<p><b><u>Details of Donor</u></b></p> <p>Title: _____ First name: _____</p> <p>Surname: _____</p> <p>Birthday: ____/____/____</p> <p>Address: _____</p> <p>_____</p> <p>_____</p> <p>Postcode: _____</p> <p>Email: _____</p> <p>(Home) Tel: _____</p> <p>Fax: _____</p> <p>(Work) Tel: _____</p> <p>Fax: _____</p> <p>Mobile: _____</p>	<p><b><u>Methods of Payment</u></b></p> <p><b>Please select a form of payment for your annual Benefactors Donation of £500:</b></p> <p><b>DIRECT DEBIT</b>  <input type="checkbox"/> I wish to pay by Direct Debit (please complete the attached Direct Debit form)</p> <p><b>CHEQUE</b>  <input type="checkbox"/> I enclose a cheque payable to The Serpentine Trust</p> <p><b>CREDIT CARD</b>  <input type="checkbox"/> I wish to pay by credit card</p> <p>Amount £ _____</p> <p>Account number _____</p> <p>Expiry date _____</p> <p>Security code _____</p> <p><b>BANK TRANSFER</b>  <input type="checkbox"/> I wish to pay by bank transfer</p> <p>Account Name: The Serpentine Trust          Account Number: 05116112          Bank Name: Coutts &amp; Co Bank          Bank Address: 440 The Strand, London, WC2R 0QS          Sort Code: 18-00-02          IBAN: GB21COUT18000205116112</p>
<p>I, _____</p> <p>hereby agree to donate £500 per annum to the Serpentine Trust for a period of five years</p> <p>Signed: _____</p> <p>Date: _____</p>	<p><b><u>Accreditation</u></b></p> <p>Please specify how you wish to be credited on Serpentine Gallery printed material:</p> <p>_____</p> <p>Or please tick:  <input type="checkbox"/> I / We prefer my / our gift to remain anonymous</p>
<p><b><u>Gift Aid</u></b></p> <p>I wish the Serpentine Trust to treat all donations I make from the date of this declaration until I notify you otherwise, as Gift Aid donations</p> <p>Signed: _____</p> <p>Date: ____/____/____</p> <p>By signing this form you will enable the Gallery to reclaim Income Tax at the basic rate on your donation.</p>	<p><b><u>Notes</u></b></p> <ol style="list-style-type: none"> <li>1. You can cancel this declaration at any time by notifying the Serpentine Gallery.</li> <li>2. You must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year (currently 28p for each £1 you give).</li> <li>3. If in the future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that the charity reclaims, you can cancel your declaration.</li> <li>4. If you pay tax at the higher rate you can claim further tax relief in your Self Assessment tax return.</li> <li>5. If you are unsure whether your donation/s qualify for Gift Aid tax relief, please contact L. McKinney at the Serpentine Gallery. You may also ask your local tax office for leaflet <i>IR113 Gift Aid</i>.</li> <li>6. Please notify the Gallery if you change your name, address or telephone number.</li> </ol>

**Please return the completed forms to Rachel Stephens, Membership Secretary, Individual Giving, Serpentine Gallery, Kensington Gardens, London W2 3XA. The Serpentine Gallery is a registered charity. No. 29880**

## BENEFACTORS DECLARATION FORM: NON-UK TAXPAYER

<p><b><u>Details of Donor</u></b></p> <p>Title: _____ First name: _____</p> <p>Surname: _____</p> <p>Birthday: ____/____/____</p> <p>Address: _____</p> <p>_____</p> <p>_____</p> <p>Postcode: _____</p> <p>Email: _____</p> <p>(Home) Tel: _____</p> <p>Fax: _____</p> <p>(Work) Tel: _____</p> <p>Fax: _____</p> <p>Mobile: _____</p>	<p><b><u>Methods of Payment</u></b></p> <p><b>Please select a form of payment for your annual Benefactors Donation of £500:</b></p> <p><b>DIRECT DEBIT</b> <input type="checkbox"/> I wish to pay by Direct Debit (please complete the attached Direct Debit form)</p> <p><b>CHEQUE</b> <input type="checkbox"/> I enclose a cheque payable to The Serpentine Trust</p> <p><b>CREDIT CARD</b> <input type="checkbox"/> I wish to pay by credit card</p> <p>Amount £ _____</p> <p>Account number _____</p> <p>Expiry date _____</p> <p>Security code _____</p> <p><b>BANK TRANSFER</b> <input type="checkbox"/> I wish to pay by bank transfer</p> <p>Account Name: The Serpentine Trust Account Number: 05116112 Bank Name: Coutts &amp; Co Bank Bank Address: 440 The Strand, London, WC2R 0QS Sort Code: 18-00-02</p>
<p>I, _____ hereby agree to donate £500 per annum to the Serpentine Trust for a period of five years</p> <p>Signed: _____</p> <p>Date: _____</p>	<p><b><u>Accreditation</u></b></p> <p>Please specify how you wish to be credited on Serpentine Gallery printed material:</p> <p>_____</p> <p>Or please tick: <input type="checkbox"/> I / We prefer my / our gift to remain anonymous.</p> <p><b><u>Notes</u></b></p> <p>1. You can cancel this declaration at any time by notifying the Serpentine Gallery.</p>

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## TAX EFFECTIVE GIVING

### Gift Aid

- The Gift Aid programme is very beneficial to us as a charity and is also tax efficient for tax payers. A cash donation, small or large, can qualify for tax relief under Gift Aid as long as the donor is a UK tax payer, pays UK income tax and/or capital gains tax at least equal to the tax that we will claim on his/her donation and completes a Gift Aid declaration.
  - For example: if you give the Serpentine Gallery a donation of £10, the Gallery can reclaim an extra £2.50 from the tax authorities.
- If you pay income tax at the higher rate (40%) or the additional rate (50%) you can also benefit.
  - For example: if you become a Benefactor and make a donation of £500, as a 40% UK tax payer you could be entitled to claim up to £125 relief from the tax authorities. This means that your donation of £500 to the Serpentine would cost you only £375. As a 50% tax payer you could be entitled to relief of up to £187.50 on a donation of £500 and so your donation would be a net cost to you of £312.50.

### Charitable Trust or CAF voucher

- Serpentine Gallery Benefactors' donations of £500 can be made very simply through a personal or corporate charitable trust or by CAF voucher.

### American Supporters

- In order for your contribution to be tax effective in the US, may we suggest your donation is made payable to CAFAmerica, which is registered in the US as a 501(c)(3) tax-exempt organisation.
- CAFAmerica will charge an 8% administrative fee for handling this donation and forwarding it to the Serpentine Gallery.



# GIFT FORM

## DONOR INFORMATION

Full Name : \_\_\_\_\_

Address : \_\_\_\_\_  
(No PO Boxes, please)

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Email: \_\_\_\_\_

In compliance with anti-money laundering regulations & best practices, CAFAmerica requests donor's full name, address, and date of birth.

## GIFT INFORMATION

**Please check one (There is a \$500 minimum gift amount on Single Donor Advised Gifts)**

- I enclose a check payable to CAFAmerica in the amount of \$ \_\_\_\_\_
- I enclose details of a wire or stock transfer made to CAFAmerica (Symbol: \_\_\_\_\_ # of shares: \_\_\_\_\_)
- Please charge \$ \_\_\_\_\_ to my  Mastercard  Visa  
*\*Please note billing address must match home or business address provided above.*

Name as it appears on card: \_\_\_\_\_

Account number: \_\_\_\_\_ Security code: \_\_\_\_\_

Signature: \_\_\_\_\_ Exp date: \_\_\_\_\_

**CAFAmerica applies an administrative fee to all Single Donor Advised Gifts:**  
8% of the first \$100,000; 4% of the next \$200,000; 1% of all funds over \$300,000, per donation

## I SUGGEST MY GIFT BE USED TO SUPPORT:

- CAFAmerica
- The following charitable organization: \_\_\_\_\_
- Address & contact information (including phone, fax and email): \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**I understand that my gift to CAFAmerica becomes the property of CAFAmerica and that CAFAmerica has ultimate control, authority, and discretion with regard to its assets. All grants made by CAFAmerica are in its sole and independent discretion. I confirm that I will receive no tangible benefit or privilege from either CAFAmerica or any suggested charity in return for my donation.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**All donations must be accompanied by a signed Gift Form. All donations without a signed Gift Form will be returned. CAFAmerica is required to confirm donor identity in accordance with anti-money laundering regulations and best practice recommendations. CAFAmerica does not distribute, sell, or otherwise release any donor information for any reason unless required by law. CAFAmerica does not add donor information to internal mailing lists without express permission.**

- Subscribe to the CAFAmerica e-Newsletter**

Please make copies of this form as needed. Send the form, together with your donation to:

**CAFAmerica**  
1800 Diagonal Road, Suite 150  
Alexandria, VA 22314 USA