EECF PHILANTHROPY CLUB

The East End Community Foundation’s (EECF) Philanthropy Club is a network of individuals who are passionate about challenging poverty and deprivation in the East End. Club members make an annual commitment of at least £1000 per year that EECF use to support a variety of local charities and community groups. The Club’s aim are to:

- Make local giving 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. Donations help increase opportunities in some of the most deprived areas in London.

How will my donation be spent?

Members can donate £1,000-£5,000 per year either in a single donation or spread out over 12 months. From 2021 –2024 we are asking Club members to use their donation to support our Life Chances campaign. The campaign focuses on creating brighter futures for young people, connecting communities through digital inclusion initiatives and reducing pensioner poverty and isolation.

We plan to use our convening power to raise £5 million as part of the Life Chances campaign to support 20,000 people by 2025. We will keep you informed about the projects you are funding through the communications and events outlined in the membership section.

Why give to EECF?

The East End Community Foundation (EECF) has 30 years’ experience of connecting donors to grassroots organisations to support the most vulnerable. In 2020-21 we responded to the pandemic at speed by coordinating and targeting funding of £1.8m to local organisations on the front line of the crisis, reaching 90,000 local people (see our Emergency Fund Report). The crisis of the pandemic is far from over, across the UK it is estimated that 700,000 extra families have been plunged into poverty.

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.

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.

What are the membership tiers?

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<th>Donation Level</th>
<th>Membership Benefits</th>
<th>What your support could provide</th>
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| £1000–£2,999   | • Quarterly newsletters  
• Annual Report  
• Access to quarterly webinars  
• Invite to our annual Philanthropy Club breakfast event | Your support could help meet the basic needs of 10 children.  
Providing school holiday provision addressing:  
• Hunger  
• Safety  
• Life skills |
### 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 ask you to consider making 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.

### Membership requests and referrals

We have a number of giving methods to enable you to become a Philanthropy Club member including by standing order, online and by BACS. Please contact jasmine.brar@eastendcf.org or phone 020 7345 4444 for a membership form and further information.

We’d love it if you’d want to play a key role in growing our membership through encouraging friends and colleagues to get involved and support our work. You are always welcome to bring a +1 to our Life Chances breakfast events. Please let us know who you would like to add to the guest list when sending your RSVP.