



**Dear Friends,**

As you're probably aware, current U.S. laws prevent U.S. donors from giving directly to your charity and receiving a tax deduction. CAF America has, therefore, developed a number of international charitable grant making solutions to make it easier for U.S. donors to support your charity.

And in this special e-Bulletin, we take a detailed look at CAF America's new 'Friends of' Charity Fund and examine why it is the 'must-have' fundraising service for all charities looking for ways to boost their fundraising in the U.S.

**Dr. Susan K.E. Saxon-Harrold**  
Chief Executive Officer

## » Why you need a 'Friends of' Charity Fund

15% of all private giving by U.S. Donors goes outside of the United States to overseas charities and not-for-profits. <sup>(1)</sup> As a CAFAmerica grantee or subscriber to this e-Bulletin, I'm sure you're already aware of the significance of this funding source and always looking for new ways to maximise your charity's fundraising in the U.S *(1) Giving USA.*

The 'Friends of' Charity Fund from CAFAmerica is a powerful new tool to help you do just this. And the reasons why you should add it to your fundraising mix are compelling:

- **It's simple to set up**  
If you're already an eligible grantee with us, you need only complete a 'Friends of' Charity Fund agreement available by email from [CAFAmerica](#). Once approved, you can get started right away.
- **It's cost-effective**  
American donors can only make tax deductible donations to U.S. charities with 501(c)(3) status. So, in the past, overseas charities wanting to operate a 'Friends of' fund to boost fundraising from the United States have needed to set up a new 'charity' in the U.S. with 501(c)(3) status. This involves the creation of a board of directors as well as a lot of complex legal and accountancy work, annual registration in all 50 states and ongoing administration. All of which is time consuming and expensive, with set up costs of up to \$16,000 and annual fees of thousands more. A CAFAmerica 'Friends of' Charity Fund, by contrast, can be set up for a non-refundable one-off fee of only \$1,000. Non-U.S. charities can, therefore, launch and maintain a U.S. fundraising appeal without the costly need to set up a separate U.S. organisation.
- **It's easy to use**  
Once established, CAFAmerica handles all of the administration for you, leaving you free to focus on finding and recruiting new donors in the U.S. Your supporters in the United States can make tax-deductible gifts of any size and at any time. Moreover, overseas charities pay an annual administrative fee of \$3,000 (for the first 100 gifts) so donors do not incur any charges for making a donation into your fund. This is a powerful incentive for donors looking to maximise the value of their gift.
- **Starter Pack and guidance on how best to use your fund**  
We provide a comprehensive starter pack with guidance on how you can best use your 'Friends of' Charity Fund. We also suggest other resources that you could use for U.S fundraising. And if you'd like to explore other strategies for identifying and reaching U.S donors, or need advice or support in developing your U.S. fundraising program CAFAmerica also has fee-based advisory services to help you.

Fundraisers, from around the world, may have previously avoided developing a friends of charity in the United States because they saw it as either too complex to manage or expensive to set up; CAFAmerica's new 'Friends Of' Charity Fund makes this a thing of the past. Fundraising from the United States really never has been easier and the CAFAmerica 'Friends of' Charity Fund gives U.S. donors the confidence to support your charity effectively.

To set up your own 'Friends of' Charity Fund or simply find out more [click here](#), call CAFAmerica on 001 703 549 8931 and quote reference EB66 or [email](#).

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### **Feedback**

Constructive feedback on our e-Bulletin is always welcome. If you have any comments or suggestions, please [click here](#).