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**Dear Friends,**

With the end of 2005 fast approaching, CAF America thanks all of its grantees around the world. You've all worked tirelessly for another year to make significant progress in tackling issues like education, environmental protection and poverty reduction.

In this e-Bulletin, we look at ways that you can encourage current and prospective U.S. donors to take full advantage of CAF America as a means for supporting your charity's work – particularly with the end-of-the year giving season now upon us.

We will strive to develop ever-stronger partnerships with grantees in 2006 and are here to answer any of your questions or concerns about international giving from the United States.

So please, make the most of your partnership with [CAF America](#)

**Susan K.E. Saxon-Harrod**  
Chief Executive Officer

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## ✧ **Making the Most of Your Relationship with CAFAmerica**

A cancer charity in the UK recently conducted an analysis of visitors to its Web site. To its surprise, it found that 80% of its visitors were Americans. Although registered with CAFAmerica the charity had done nothing (and had no plans) to inform these people that they could support its work in an easy and tax-effective way; through a contribution to CAFAmerica.

This suggests that some charities view the approval of their eligibility application with CAFAmerica as the end of a process. In fact, it should only be the beginning. To maximize the benefit of their eligibility charities should do all they can to educate existing and potential American donors about their work, and the ways in which tax effective support can be given through a contribution to CAFAmerica.

Being listed in CAFAmerica's database of international charities certainly gives U.S. donors a window on your operations and it may lead to donations. However, these are likely to be higher and more frequent if a little time and effort is invested in actively promoting your eligibility status to donors.

Some of the things that you can do are:

- Use your website, newsletters and other communications to state that your charity is eligible for grants from CAFAmerica and explain what this means in terms of effective giving. A good example of this can be found on the website of the UK-based [Serpentine Trust](#) - one of London's most beloved places for seeing modern and contemporary art and architecture.
- Alternatively, produce publicity material that specifically targets American donors.
- Include a link on your Web site to the CAFAmerica database of eligible charities with your listing included.
- Add CAFAmerica's 'Donate Now' button to your website. This will enable U.S. donors to make an online contribution to your charity via CAFAmerica. Contact [CAFAmerica](#) to find out how. It's easy.
- Talk to us about your plans to increase support from American donors.

Work with us and we can increase your visibility among U.S. donors and help you to achieve new levels of support.

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## ✧ **'Tis the Season: 100% Write-off for End-of-Year Giving**

Charities typically encourage U.S. donors to give at this time of year because of established tax benefits. This year, there is added incentive to do so. A new federal law, signed into effect earlier in 2005, enables U.S. donors to write off up to 100% of their income for cash donations made between August 28 and December 31. Usually, the limit for write-offs is 50% of the donor's adjusted gross income.

Congress passed the law to encourage Americans to give generously to hurricane relief efforts in the United States. However, the benefit applies equally to any global cause that donors want to support through CAFAmerica.

Remember this increased write-off is only available until 31 December 2005, so act now to inform your supporters in the U.S. and encourage a year-end donation through CAFAmerica.

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## ✧ **Legacies, Planned Giving Options for U.S. Donors**

CAFAmerica makes it easy for donors to use their wills to underwrite the future success of overseas charities. This involves creating a legacy (or bequest as we call it in the U.S.) with

CAFAmerica and indicating where the money is to go. We take care of the rest.

CAFAmerica can also help donors take full advantage of an array of planned giving tools and strategies, including Charitable Remainder Trusts and Charitable Lead Trusts. Contact [CAFAmerica](#) for more information about these.

Legacies are typically substantial and provide a measure of long-term support, so ensure your U.S. donors know that these services are available through CAFAmerica. You should also encourage them to contact their own financial advisors about the planned giving strategies that are right for them.

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