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Dear Friends,

As September begins, charities and donors focus for the hectic giving season ahead. Here in Washington we are also watching news from Capitol Hill. We know Congress will be introducing charitable reform legislation this autumn and the [Nonprofit Panel's report](#) is likely to have an impact on this.


In this issue we also give you an insight into why corporate and private donors give through CAF America, introduce a new member of staff, and catch up on some housekeeping.

I hope you are finding our e-Bulletins interesting and informative. As always, we welcome your comments and reactions, and we wish you a happy fall!

SKE Salmon-Hammond

Chief Executive Officer

P.S. For the latest information and news visit www.cafamerica.org

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» A Private Donor's perspective

Americans living in the UK have historically found it difficult to make tax-efficient gifts. However, the establishment of the CAF American Donor Fund in the UK (formerly known as the Southampton Row Trust Ltd.) has significantly changed this. In addition to contributions qualifying for the maximum allowable federal income tax deduction in the U.S., Americans resident in the UK can now also reclaim tax from the Inland Revenue.

Mr. A., an American businessman living in the UK, pays tax both in the United States and the United Kingdom. He moved to London in 1992 with his family and gave substantial sums away for several years. When the CAF American Donor Fund was established and offered more tax efficient ways of donating he became one of the first to use the Fund. Since 2000, has used the service to gift several million dollars to over 35 charities in the UK and abroad – from supporting evangelism in his local church to supporting children all over the world. He has a particular interest in Sub-Saharan Africa and has been a substantial supporter of Hope HIV, which works with children orphaned through AIDS. “We just have to give kids a chance” he says.

He has also recently pledged to give three charities \$1million each over a three year period. Such long term commitments have put Mr. A. and his family outside their comfort zone – not knowing whether they will have such disposable income available at that time. However, he states that “I’ll be happy if I’ve been able to live out my mandate in life, which is to be generous beyond my comfort zone and to have a real impact on encouraging other people to be generous and charitable.”

Mr. A. is very pleased with the avenues that CAFAmerica has opened for him to give efficiently. “I am sure that there are many people out there who could give just that little bit more if they understood just how tax-efficient this method is!” So if you haven’t considered approaching Americans in the UK before for fundraising purposes, perhaps you ought to now and let them know about the CAF American Donor Fund.

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» A Corporate Donor's perspective - Pepsico

Pepsico takes its international giving efforts very seriously. It operates an employee matching gifts program through CAFAmerica and, through the Pepsico Foundation, has recently launched a pilot donor advised fund which will enable it to make its own direct international grants.

CAFAmerica provided expert advice to assist the Pepsico Foundation in creating the donor advised fund. “We are grateful to CAFAmerica for the calibre of the service they provide,” said Pepsico’s director of corporate contributions, Jacqueline Millan.

As administrator of the foundation’s matching gift program, CAFAmerica researches charities recommended for grants by Pepsico employees. It also ensures that funds are used for their intended purpose. Millan also said, “We just don’t have the time or staff to check international charities and that’s why CAFAmerica is such an indispensable resource.”

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Washington Update: Nonprofit Panel Issues Final Report

In June 2005, the Panel on the Nonprofit Sector issued its [final report](#).

The Panel was convened by Independent Sector at the behest of Senate Finance Committee leaders, who plan to introduce nonprofit reform legislation this fall. The report includes a “comprehensive series of recommendations intended to strengthen the ability of the nation’s 1.3 million charities and foundations to serve as responsible stewards of the public’s generosity.” The focus is clearly on the charitable sector in the United States though it will have implications for international giving as well. As a result, CAFAmerica continues to follow these developments quite closely and will continue to post updates.

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CAFAmerica receipts jump 82 percent

Charitable contribution receipts for the 2004-05 fiscal year totalled \$15.8 million, up from \$8.7 million in 2003-04; this represents an 82% increase on the previous year. In addition, the number of individual grants to CAFAmerica grew from 777 to 902 and active donor advised fund (DAF) accounts rose from 15 to 27.

“Donors are becoming more sophisticated and more strategic in their international giving. These figures demonstrate a growing interest in borderless charitable giving by U.S. donors,” said CAFAmerica CEO Susan Saxon-Harold.

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New Staff Member



In May 2005, Michelle S. Payne joined CAFAmerica as Director of Donor Advisory Services and Grants Management. Michelle has more than a decade of experience in the nonprofit sector and will be working to expand and promote CAFAmerica’s suite of advisory services to U.S. donors. She will also speak at the Professional Fundraiser Conference 2005 in the UK.

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Housekeeping

- If you received a CAFAmerica grant from May 1, 2004 to April 30, 2005 and have not submitted your completed Grantee Report, please do so! Click [here](#) to request another copy.
- CAFAmerica will send you a new Grant Eligibility Application (GEA) when your eligibility is about to expire. Returning a completed application packet in a timely fashion will help ensure continuity in your ability to receive grants.
- The volume of incoming donations increases greatly during October, November, December and January. We do everything we can to ensure that grants are approved and paid promptly but we simply cannot guarantee that this will happen for everyone by the end of 2005. So please be patient – we will process grants as quickly as we can.
- CAFAmerica can now process donations online. We can provide you with a 'Donate Now' button that you can place on your website. Donors can link directly to CAFAmerica's online giving system from your site. Please [contact us](#) for more information.
- CAFAmerica is now making all grants by wire transfer. If you have not yet submitted your

bank wire transfer details to CAFAmerica please do so promptly..

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