

## GCVA Trivial Tax Benefits Campaign

Your support of the Trivial Tax Benefits Campaign will go to the cost of delivering a high-quality and influential campaign to change legislation and policy on the trivial tax benefits in the UK.

GCVA would like to increase the limit of the Trivial Tax Benefit in the UK from its current £50 limit - to at least £500, if not more, keeping in line with other countries such as Ireland and Italy where the allowance is €1500 or greater.

The impact of this change will be significant, both for the gift card sector, as well as for employees, employers and local communities – as well as individual UK households. It will have a contribution to employee happiness, employee retentions and satisfaction as well as increased spend in local communities. If we can make the case to the Government that this is a win-win opportunity, we'll have an exciting opportunity.

GCVA will hire a Westminster agency to carry out this work, who will bring with them the contacts, experience and skills to make this campaign a success.

GCVA also proposes to carry out some new economic research into the impact of an increase to the trivial tax benefit allowance. This will cover the impact on tax income for the Treasury, ie increasing income from VAT and taking into consideration things like up-spend, as well as looking at the overall fiscal benefit to the economy, in particular local economies, and to employee wellbeing, retention and skills development, among other things.

The cost of the research and hiring a quality agency will be significant, but we feel this means we will be able to accomplish our goal of changing UK policy on the trivial tax benefits.

A Request for Proposals has gone out to several agencies, and we look forward to getting their submissions and making a decision.

The below opportunities to support the Trivial Tax Benefits Campaign Fund show how GCVA members can support this this campaign.

As you can see, the Gold & Silver level support for the Campaign Fund will allow the member to be part of the working group, who meets regularly with the agency team delivering the campaign. Bronze level sponsorship allows the supporter to be a key part of the campaign. Logo level sponsorship shows your commitment to support the GCVA to deliver this campaign. To discuss further, please reach out to [hannah@gvca.co.uk](mailto:hannah@gvca.co.uk).

## Campaign Fund: Opportunities

Gold Funder	Silver Funder
<p><b>Benefits:</b></p> <ul style="list-style-type: none"><li>• Support the GCVA’s campaign to raise the Trivial Tax Benefits Allowance</li><li>• Have your logo across the campaign</li><li>• Receive regular campaign updates</li><li>• Share campaign updates with your own networks at the same time as GCVA</li><li>• Regular one to one catch ups with Hannah about the progress of the campaign</li><li>• Be part of the working group that meets regularly with our Westminster Agency</li><li>• Have the opportunity to represent the GCVA and this campaign in meetings with policymakers and/or speaking opportunities at major campaign events</li></ul> <p>Support Level: £30,000</p>	<p><b>Benefits:</b></p> <ul style="list-style-type: none"><li>• Support the GCVA’s campaign to raise the Trivial Tax Benefits Allowance</li><li>• Have your logo across the campaign</li><li>• Receive regular campaign updates</li><li>• Regular one to one catch ups with Hannah about the progress of the campaign</li><li>• Be part of the working group that meets regularly with our Westminster Agency</li></ul> <p>Support Level: £15,000</p>
Bronze Funder	Logo Funder
<p><b>Benefits:</b></p> <ul style="list-style-type: none"><li>• Support the GCVA’s campaign to raise the Trivial Tax Benefits Allowance</li><li>• Have your logo across the campaign</li><li>• Receive regular campaign updates</li></ul> <p>Support Level: £5,000</p>	<p><b>Benefits:</b></p> <ul style="list-style-type: none"><li>• Support the GCVA’s campaign to raise the Trivial Tax Benefits Allowance</li><li>• Have your logo across the campaign</li></ul> <p>Support Level: £2,000</p>

All prices ex vat