

Serpentine Gallery

PATRONS



WHY WE NEED YOUR SUPPORT



- Your annual gift will help us to continue to achieve our vision for the Serpentine's acclaimed Exhibition, Architecture, Education and Public Programmes, as well as our substantial fundraising target.
- Your generosity will ensure that this Programme continues to reflect the Gallery's international status and that our ambitious plans are realised.
- Your support will also nurture the ever-expanding Education and Public Programmes, which helps the broadest range of visitors to understand and enjoy modern and contemporary art.
- Above all, you will be part of an important group of supporters who ensure the continued vitality of the Gallery in the years to come.

Thank you

How to become a Patron

Please complete the enclosed form* and return it to:

Rachel Stephens

Membership Secretary, Individual Giving

Serpentine Gallery

Kensington Gardens

London, W2 3XA

Telephone: 020 7298 1526 Fax: 020 7402 4103

Email: rachel.stephens@serpentinegallery.org

* American Supporters: In order for your contribution to be tax effective in the US, may we suggest your donation is made payable to CAFAmerica, which is registered in the US as a 501(c) (3) tax-exempt organisation. CAFAmerica will charge a 5% administrative fee for handling this donation and forwarding it to the Serpentine Gallery.

PATRONS ACKNOWLEDGEMENT

We acknowledge the generosity of Patrons who donate £2,500 per annum to the Serpentine Gallery in the following ways:

VIP Private Views, on the occasion of each exhibition, with a talk by the Co-Directors and Curator, five times a year.

Early Morning Tours, on the occasion of each exhibition with the Co-Directors and Curator, which will explore the principal concerns of the artist/s and architect/s being presented, five times a year.

Monthly on-line Art Tours, Serpentine curated monthly updates of 'must-see' national and international exhibitions of art, architecture and design sent directly to you via email.

Opportunity to participate in the Collectors' Circle, a diverse and stimulating series of tours, led by the art historian Ben Jones. The aim of this group is to develop and nurture art appreciation through informative and interesting weekly tours of the most exciting exhibitions in London. There are three terms a year, with ten sessions a term. (£300+VAT supplement per term.)

Opportunity to purchase tickets to The Summer Party, the most sought-after ticket of the social season. Tickets are exclusively available to Council, Patrons, Founding Benefactors, Summer Party Committee and sponsors.

A Complimentary Exhibition Catalogue produced by the Serpentine Gallery to accompany each exhibition.

Exclusive opportunity for private hire of the Serpentine Gallery

Please contact the Events Team for more information on Breakfasts, Drink Receptions and Dinners on 020 7298 1522.

Priority booking to symposia, artists' or architects' talks, literary readings, film screenings and special performances.

Advance notice to purchase Serpentine Gallery Limited Edition Prints.

The Serpentine Limited Edition series offers Patrons an opportunity to collect works created by leading contemporary artists on the occasion of their exhibitions at the Serpentine Gallery.

Acknowledgement:

- As a Patron of the Serpentine Gallery on the Individual Supporters Board in the entrance lobby of the Gallery.
- In all catalogues and printed material published by the Serpentine and on the website.
- In each of the Publicity Bulletins produced annually to accompany the Exhibition, Architecture, Education and Public Programmes.

PATRONS' DECLARATION FORM: UK TAXPAYER

<p><u>Details of Donor</u></p> <p>Title: _____ First name: _____</p> <p>Surname: _____</p> <p>Address: _____</p> <p>_____</p> <p>Postcode: _____</p> <p>Email: _____</p> <p>(Home) Tel: _____</p> <p>Fax: _____</p> <p>(Work) Tel: _____</p> <p>Fax: _____</p> <p>Mobile: _____</p>	<p><u>Bankers Order</u></p> <p>To the Manager of (Please insert the name and address of your bank):</p> <p>_____</p> <p>_____</p> <p>Sort code: _____</p> <p>Re A/C number: _____</p> <p>A/C name: _____</p> <p>Please pay to: Serpentine Trust (A/C No. 05116112) (Sort Code: 18-00-02), Coutts & Co, Media Banking Dept, 440 Strand, London, WC2R OQS</p> <p>the sum of: £2,500* (two thousand and five hundred pounds) on the _____ day of _____ 200__ and a like sum each year on the _____ day of _____ with the final payment being made on the _____ day of _____</p> <p>Signed: _____</p> <p>Date: _____</p> <p>*Please allow a minimum of 28 days before initial payment date to allow us time to process your banker's order.</p>
<p>I, _____</p> <p>hereby agree to donate £2,500 to the Serpentine Trust</p> <p>Signed: _____</p> <p>Date: _____</p>	<p><u>Accreditation</u></p> <p>Please specify how you wish to be credited on Serpentine Gallery printed material:</p> <p>_____</p> <p>Or please tick: I / We prefer my / our gift to the Serpentine Gallery to remain anonymous.</p>
<p>I want the Serpentine Trust to treat all donations I make from the date of this declaration until I notify you otherwise, as Gift Aid donations</p> <p>Signed: _____</p> <p>Date: ____/____/____</p> <p>By signing this form you will enable the Gallery to reclaim Income Tax at the basic rate on your donation.</p>	<p><u>Notes</u></p> <ol style="list-style-type: none"> 1. You can cancel this declaration at any time by notifying the charity. 2. You must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year (currently 28p for each £1 you give). 3. If in the future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that the charity reclaims, you can cancel your declaration. 4. If you pay tax at the higher rate you can claim further tax relief in your Self Assessment tax return. 5. If you are unsure whether your donation/s qualify for Gift Aid tax relief, please contact L. McKinney at the Serpentine Gallery. You may also ask your local tax office for leaflet <i>IR113 Gift Aid</i>. 6. Please notify the Gallery if you change your name, address or telephone number.

Please return the completed form to Rachel Stephens, Serpentine Gallery, Kensington Gardens, London W2 3XA. The Serpentine Gallery is a registered charity. No. 298809
DECLARATION FORM: NON-UK TAXPAYER

Details of Donor

Title: _____ First name: _____

Surname: _____

Address: _____

Postcode: _____

Email: _____

(Home) Tel: _____

Fax: _____

(Work) Tel: _____

Fax: _____

Mobile: _____

Credit Card PaymentI authorize The Serpentine Trust to debit my
Mastercard / Visa / Amex / Maestro account with
£ _____

Account number _____

Expiry date _____

Issue number (if applicable) _____

Cardholder's name
_____Cardholder's full address (as it appears on the card
statement)

_____Card security code (the last three numbers on the signature
strip on the back of the card) _____

Signature _____

Date _____

Cheque PaymentAlternatively, please make your cheque payable to
The Serpentine Trust and send it along with this form
to Louise McKinney, Serpentine Gallery, Kensington
Gardens, London W2 3XA.

I, _____

hereby agree to donate £2,500 to the Serpentine
Trust

Signed: _____

Date: _____

AccreditationPlease specify how you wish to be credited on
Serpentine Gallery printed material:

Alternatively, please tick:

I / We prefer my / our gift to the Serpentine Gallery to
remain anonymous.**Notes for US Taxpayers**

In order for the donation to be tax effective for you, may we suggest that you make the cheque payable to CAFAmerica. CAFAmerica is registered in the US as a 501(c) (3) tax exempt organisation (see attached form). Your donation should be sent to CAFAmerica, King Street Station, 1800 Diagonal Road, Suite 150, Alexandria, VA 22314-2840, USA.

Please return the completed form to Rachel Stephens, Serpentine Gallery, Kensington Gardens, London W2 3XA. The Serpentine Gallery is a registered charity. No. 298809.

TAX EFFECTIVE GIVING

- **Gift Aid**

The Gift Aid programme is now simpler with no minimum donation. It replaces the Deed of Covenant scheme. Any donation, no matter how small or large, can qualify for tax relief under Gift Aid as long as the donor is a UK tax payer.

For example: if you give the Serpentine Gallery a donation of £10, the Gallery can reclaim an extra £2.82 from the Inland Revenue.

If you are a higher rate tax payer you can also benefit.

For example: if you become a Patron and make a donation of £2,500, as a higher rate UK tax payer you could be entitled to claim up to £576.92 from the Inland Revenue. This means that your donation of £2,500 to the Serpentine would cost you only £1,923.08.

- **Charitable Trust or CAF voucher**

Serpentine Gallery Patrons' donations of £2,500 can be made very simply through a personal or corporate charitable trust or by CAF voucher.

- **American Supporters**

In order for your contribution to be tax effective in the US, may we suggest your donation is made payable to CAFAmerica, which is registered in the US as a 501(c)(3) tax-exempt organisation. CAFAmerica will charge a 5% administrative fee for handling this donation and forwarding it to the Serpentine Gallery.

CAFAMERICA GIFT FORM

I would like to make a gift to CAFAmerica

Receipts will be sent for gifts greater than or equal to \$250 in value. If the gift is by cheque, the receipt will be sent in the name of the person signing the cheque.

Name(s) of Donor(s) _____

Donor to be acknowledged if different from above _____

Donor address _____

Telephone _____ Fax _____ Email _____

Please check whichever applies and fill in the amount.

I enclose a check payable to CAFAmerica in the amount of \$ _____

Please charge \$ _____ to my MasterCard Visa

Cardholder _____ Expiration Date _____

Account No. _____ Signature _____

I would like to suggest that CAFAmerica support the following philanthropic organization

Name of Organization: **The Serpentine Trust**

Address: **Kensington Gardens, London, W2 3XA, U.K.**

Telephone Number: **+44 20 7298-1526**

Fax Number: **+44 20 7402-4103**

Contact Name & Title: **Rachel Stephens - Membership Secretary, Individual Giving**

Activities of organization: **Educational Charity**

I understand that my gift to CAFAmerica becomes the property of CAFAmerica and that CAFAmerica has ultimate control, authority and discretion with regard to its assets. All grants made by CAFAmerica are in its sole and independent discretion.

Signature _____ Date _____

Please make copies of this form as needed. Please send the form together with your gift to:

CAFAmerica
King Street Station
1800 Diagonal Road, Suite 150, Alexandria, VA 22314-2840
Phone: (703) 549-8931 Fax: (703) 549-8934
Email: info@cafamerica.org
Websites: www.cafamerica.org
www.allaboutgiving.org/america