

## FACT SHEET FOR DONORS - Companies

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Have you considered donating to La Trobe University for our teaching programs, research projects, student scholarships or campus buildings?

### Donor benefits

Companies can claim tax deductions for gifts made to the University, which may include:

- a. Money (cash/cheques etc)
- b. Property (incl. shares)
- c. Trading stock
- d. Cultural Gifts, such as artworks, books etc.

### How can a tax deduction be claimed?

A donation can be spread over a maximum period of 5 years at the donor's discretion in your company tax return for:

- a. Money
- b. Property (subject to certain conditions)
- c. Trading stock (valued at Market Value or by the ATO)
- d. An item donated under the Cultural Gifts Program. (For valuation guidance on cultural gifts, phone the La Trobe University Art Museum, 03 9479 2111.)

The tax benefit on the donation is the tax forgone at the current 30% company tax rate. Note that a deduction for a gift cannot add to or create a tax loss.

### What are the characteristics of a *bona fide* gift?

- a. They are made voluntarily,
- b. They do not provide a material benefit to the donor, and
- c. They essentially arise from 'benefaction, and from detached and disinterested generosity.'

### Advertising and sponsorships

Advertising and sponsorship expenses that are not gifts, but may be tax deductible if they are incurred in deriving assessable income.

Example: A company makes payments to the University to place advertisements on our premises. Whilst the payments are not gifts, they are incurred to promote the company's business and may be tax deductible.

### How to donate

By cash, or cheque payable to La Trobe University. We also accept donations by credit card, please phone our Cashier on 03 9479 1130.

For general enquiries on donations, phone the University's Taxation and Banking Manager on 03 9479 2068.

The tax benefits of donations are subject to prevailing taxation legislation. For further information on donations, visit the Australian Taxation Office website at:

<http://www.ato.gov.au/nonprofit/content.asp?doc=/content/34496.htm>

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This Fact Sheet does not constitute investment or financial advice and La Trobe University does not offer investment or financial advice. Donors should seek independent professional advice on tax and other implications before making a gift.