

the fundraiser

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A new dawn through merger

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PICK OF THE MONTH: **Guests enjoyed Bollywood style entertainment, champagne and lawn games**

Event raises more than £200,000

The inaugural fundraiser for a charity which was set up only last year has raised more than £200,000.

Soham for Kids was founded by Faiza Seth, an interior designer. She opened the school in Hyderabad, India, for orphans and severely impoverished children.

The objective of the first fundraising event was to raise enough money to build a larger school building to accommodate the growing number of pupils at Soham – a target that was successfully met and exceeded.

Two-hundred guests gathered at the glamorous fundraising event in the grounds of the charity's patron, George Davies' country estate in the Cotswolds.

Money was raised through donations and an auction. The record-breaking sale of a case of 1995 Chateau Margaux raised £20,000. The charity received a £100,000 pledge from a prominent businessman.

Seth has secured a high-profile board of patrons and a fundraising committee to support the charity's ambition to permanently break the cycle of poverty in the communities it operates in.

The board includes diplomats, business leaders, entrepreneurs and Baroness Flather, the first Asian woman to enter the House of Lords, who said: "They say that



education changes lives, but education is life itself. These children at Soham will have a future now, which would have been impossible without the school."

The charity has ambitions to expand further into South East Asia, using a holistic approach to support the neediest children in the communities it works with by providing food, clothing and healthcare alongside education.

Soham also supports the parents and guardians of its pupils through vocational classes to develop the skills needed to work and provide a household income.

Seth was shortlisted for an award in the social and humanitarian category at the Asian Women of The Year Awards 2011, associated with Lloyds Bank Corporate Markets.

www.sohamforkids.org

Nudge in the right direction

A joint response to the introduction of a new inheritance tax (IHT) based legacy giving incentive, urges the government to remain open to lifetime legacy proposals.

The Charities Aid Foundation, Charity Finance Directors' Group and National Council for Voluntary Organisations welcome the move to reduce the tax payable on estates leaving at least ten per cent to charity.

They are optimistic this example of the government's interest in the 'nudge theory'

of behavioural economics might increase the likelihood that people move from leaving pecuniary to residuary legacies, the value of which does not decrease over time with inflation.

However, the consortium believes that the new relief on IHT will fail to encourage new charitable legators, rather it is only likely to encourage those already giving to give more in order to reach the ten per cent barrier.

The group's joint consultation response to HMRC's new legacy initiative says the announcement "should not be seen as a reason not to engage with the lifetime legacy agenda".

A number of bodies have proposed that the government introduce lifetime legacies, which would be the UK's version of charitable remainder trusts in the US.

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