

Virgin Pulse Donations FAQ

Do charities get 100% of the gift card funds?

Answer:

Charities receive the face value of the original gift card less a nominal 3.75% to cover Charity on Top credit card processing and administrative fees. Example: if a charity has one \$10 gift card redeemed, then they will receive \$9.62 (i.e. $\$10.00 - .38 = \9.62). For those who want to go the extra mile, Charity on Top now offer the ability for the buyer of the card to cover the 3.75% charged to the charities – which is also tax-deductible and appreciated, so that the chosen charity receives 100% of the donation. Covering this fee is completely optional.

Do Charity on Top gift cards expire?

Answer:

No, they never expire. If you buy a digital card, they will send a periodic reminder to nudge the recipient to redeem their card if it has sat in their back pocket for too long. If you buy our physical cards, we recommend keeping a written list of the people you send the cards to and the corresponding numbers on the back of the cards.

Who gets the tax deduction?

Answer:

When you buy a Charity on Top gift card, you are making a donation to the Charity on Top Foundation, so they will send you a tax-deductible receipt and a big thank you!

If I gift the Charity on Top card, does the person redeeming the gift card receive the receipt?

Answer:

No, the IRS will only allow Charity on Top to provide tax-deductible receipts to the buyer of the gift cards. If you need proof that you redeemed your gift card, we encourage you to take a screen shot of the final redemption screen and save it. If you forgot to grab proof, chat with the Charity on Top support and have the gift card number ready, and they can send along a proof of redemption.