

# GARDEN MUSEUM

## The Garden Wall Appeal

Thank you for your interest in the 2016 Garden Wall Appeal. If you choose to sponsor a tile on the Garden Wall in the new Museum, a tile featuring an image of the garden of your choice will form a mural in the new Museum and will be seen by seventy thousand visitors a year.

### Questions

*What do I need to send you?*

Email a digital image to [elena@gardenmuseum.org.uk](mailto:elena@gardenmuseum.org.uk). Any photographic image can be transferred on to a tile, so long as it is a digital scan or digital photograph of sufficient quality (minimum 300 dpi resolution). Please ask us if you are not sure.

*What pictures can there be?*

The more personal the better, and in colour, sepia, or black and white. Many people will choose back or front gardens of houses: their own, or a friend or family member's. But it could be a park or a famous garden or a meadow you enjoyed visiting, or a lost garden which continues as an important memory. It could be a close-up of a favourite flower or a detail of a painting or print (but not if it is one which requires copyright approval or a reproduction fee from another Museum). There can be people (and pets), if set in a garden.

*How will donors be credited?*

Every ninth tile will be blank for captions for the neighbouring eight tiles, which will include your name, and the name of the garden. The tile can be in memory of another person.

*Will my donation be Giftaidable?*

It will be Giftaidable if you are a UK Taxpayer as there is no personal benefit in adopting a tile. We can add 25% to your gift: that is, the government will give an extra £62.50.

*Can I have more than one?*

Yes, and we will make sure they are side by side if you specify that you would like them to be!

*If you have any other questions, please contact Elena Greer, Special Projects Officer, by email at [elena@gardenmuseum.org.uk](mailto:elena@gardenmuseum.org.uk) or by telephone on 02074018865.*

# GARDEN MUSEUM

**I would like to sponsor a tile on the Garden Wall for £250**

Full Name: .....

Address: .....

Email: ..... Telephone: .....

Title of image (Max 20 words): .....

How to acknowledge: .....

*(n.b. please let us know if this tile is in memory of someone, or if you would prefer to remain anonymous)*

Title of second image (Max 20 words) **if applicable:**

.....

How to acknowledge: .....

*(n.b. please let us know if this tile is in memory of someone, or if you would prefer to remain anonymous)*

**Please tick ONLY IF you would like your tiles to be placed next to one another** (applicable if adopting more than one tile)

**I wish to donate by Cheque and enclose a cheque for (£250 per tile)**

£.....

**I wish to donate by Credit/Debit card. Please debit my account £.....**

Card No: .....

Expiry Date: ..... Security No: .....

Signature: .....

**Gift Aid – *only to be completed if you are a UK tax payer***

I hereby confirm that I wish the Garden Museum to reclaim Income Tax or Capital Gains Tax under the Gift Aid scheme on all my donations to the charity. I understand that I must currently pay an amount of Income Tax or Capital Gains Tax at least equal to the tax the charity reclaims from my donation in any tax year, currently 25p reclaimed for every £1 donated.

Signature: ..... Date: .....

*Cheques should be made payable to The Garden Museum.*

**Please return to Elena Greer, Special Projects Officer, by email: [elena@gardenmuseum.org.uk](mailto:elena@gardenmuseum.org.uk)**