



DOMOV SUE RYDER: CHARITY SHOPS

*„Whether you are bringing or
buying...
you're helping!“*

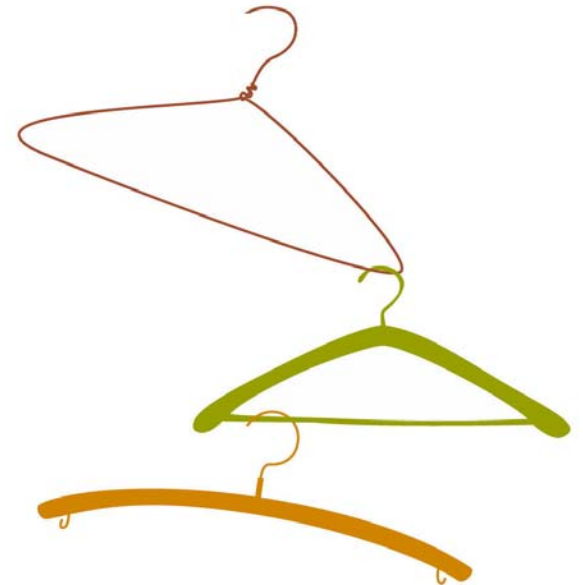
DOMOV SUE RYDER, O.P.S.:

- NGO, registered provider of social care
- Services for elderly:
 - Residential care (56)
 - Day care (10)
 - Domiciliary care (25)
 - Compensational aid rental

DOMOV SUE RYDER, O.P.S.:

- 136 employees (resp. 86 full-time)
- resident/nurse ratio: 3:1
- annual expenditures: 45mil.CZK (1.7mil EUR)
- revenues structure:
 - 50% - „contracted revenues“
 - 25% - government subsidy
 - 13% - donors (private, corporate, funds etc.)
 - 12% - CHARITY SHOPS (5,4mil. CZK = 200k EUR)

dobré věci



RANGE OF GOODS:



CHALLENGES IN COMMUNICATION:

- Domov = seniors, Dobro Veci = FASHION!
- Donate things you would buy!
- Help the Domov! (Not your self...)
- The more you'll spend, the more you'll help!
- Value added: CHARITY!

TAXES:

- Corporate income tax – exemption (1 mil.CZK)
- Gift tax – exemption (not taxed)
- VAT – general principles, no exemptions

VAT:

- refundable VAT on input: 0,-CZK (gifts, „symbolic price“)
- VAT on output (selling price): 19%
- 1 EUR revenues = 0,19 EUR VAT
- Domov's VAT 2008: 48.200 EUR

- Solution: 3rd VAT rate: 0% (see UK)

Thank you for your attention!

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