



Say what you pay with pride

Action pack

Fair Tax Week (6–14 July) – which includes Tax Justice Sunday (7 July) – is a UK-wide celebration of the companies and organisations that are proud to pay their fair share of corporation tax, and an opportunity to explore the positive contribution this makes to society

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About

Fair Tax Week has been developed by the Fair Tax Mark, with kind early support from the Friends Provident Foundation and the Joffe Charitable Trust. In 2019, **Fair Tax Week** is co-sponsored by SSE plc and Pennon Group plc. Further details at <https://fairtaxmark.net/fairtaxweek2019>

The **Fair Tax Mark** certification scheme was launched in February 2014 and seeks to encourage and recognise organisations that pay the right amount of corporation tax at the right time and in the right place. Tax contributions are a key part of the wider social and economic contribution made by business, helping the communities in which they operate to deliver valuable public services and build the infrastructure that paves the way for growth. Some fifty businesses have now been certified, including FTSE-listed plcs, co-operatives, social enterprises and large private business – who between them have income of £50bn and over 6,500 offices and outlets. We operate as a not-for-profit community benefit society and believe that companies paying tax responsibly should be celebrated, and any race to the bottom resisted. <https://fairtaxmark.net/>



Fair Tax Week 2019

Why

Corporation Tax is often presented as a burden, but it shouldn't be. Not when considered against the huge array of public services it helps fund – from education, health and social care, to flood defence, roads, policing and defence. It also plays a crucial role in holding the whole tax system together – helping to counter financial inequalities and rebalance distorted economies. Which is why it's so important that more businesses step forward and say what they pay with pride.

Too often, tax makes the headlines for all the wrong reasons. There is an almost daily stream of stories of evasion and aggressive avoidance – which not only distort our economy but also undermine the opportunity for business to compete fairly. It is estimated that £400bn of corporate profits are shifted to tax havens annually, with corporate tax revenue losses in the UK of £7bn per annum.

Fair Tax Week will celebrate the companies and organisations that are seeking to do the right thing and are proud to pay their fair share of corporation tax – i.e., businesses that pay the right amount of corporation tax at the right time and in the right place, and who overtly shun the artificial use of tax havens and contrived tax avoidance practices. It will also celebrate and explore the positive contribution that Corporation Tax makes to society, and how this might be optimised.

When

Fair Tax Week takes place 6–14 July, with a marquee opening conference in London on 5 July. It encompasses **Tax Justice Sunday** on 7 July, which is co-ordinated by Church Action for Tax Justice.

What

Fair Tax Week is supported by a dedicated online platform that will detail Fair Tax developments and events across the UK. Businesses and supporting organisations will be encouraged to organise events during the Week, which will be uploaded to and promoted at www.fairtaxmark.net/fairtaxweek2019/.

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Key message and actions

Our main message for **Fair Tax Week** is “Say what you pay with pride”.

We would like to see Fair Tax supporters urge business to **#saywhatyoupaywithpride**, and we will be encouraging Fair Tax Mark certified companies who demonstrate responsible tax conduct to raise their voices.

This will also be reflected on **Tax Justice Sunday**, when churches up and down the country will be talking about Fair Tax, and looking at the positive impact that companies who pay their tax have on the country.

Key requests

Throughout **Fair Tax Week**, we’re encouraging supporters to write to businesses with whom they have a strong connection and to urge positive action. A draft letter is detailed on page 7.

We would also welcome support on social media (see pages 5–6) and the organization of events (which we can help support, as detailed on pages 9–10).



Social media

"SAY WHAT YOU PAY WITH PRIDE"

Contribute to Fair Tax Week by using the following hashtags:

#saywhatyoupaywithpride

#FairTaxWeek

#TaxJusticeSunday

As well as broadening the conversation, we'll retweet and repost your content to a wider audience. You can monitor and share content from other Fair Tax organisations and supporters.

Let us know your plans, and we'll look to promote and share them on our channels.





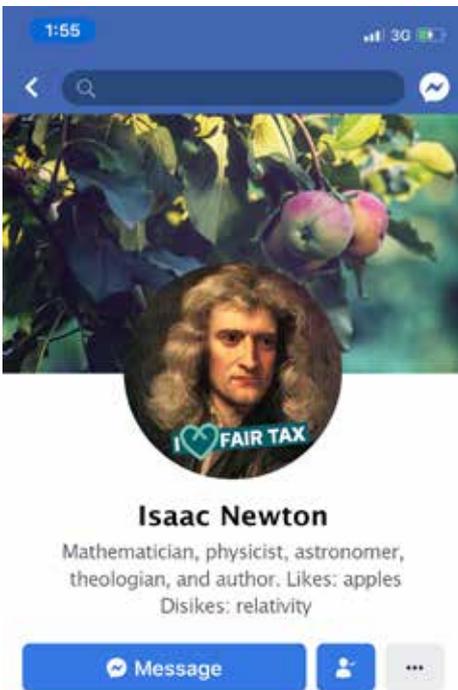
Social media

Assets

You can download the **#saywhatyoupaywithpride** heart graphic and the “I love Fair Tax” graphic from our website at www.fairtaxmark.net/fairtaxweek2019/resources

You can also choose from a range of Facebook profile frames which will be available from July 1. We have created an “I love Fair Tax frame” and a “Say What You Pay” frame.

Simply go to www.facebook.com/profilepicframes and search for **Fair Tax Week** or **Tax Justice Sunday** to add your choice of frame to your profile.





Public action

Write to companies

Throughout **Fair Tax Week** we're encouraging anyone who is interested in encouraging responsible tax conduct to write to companies that they have a strong connection with.

The following sample letter can be downloaded from our website at www.fairtaxmark.net/fairtaxweek2019/resources

Dear [Xxxxx]

I am writing to you as [tell them how you know the company – do you shop with them? Live locally? Work for them? It's important to make the letter feel personal.] Like many, I believe that it's vital that British businesses pay their fair share of corporation tax. In fact, surveys regularly show that tax avoidance has become the number one concern of the UK public in connection with corporate conduct.

I would like to encourage [company name here] to pay its fair share of taxes, and to communicate this in a clear and open manner. In particular, I would urge you to:

- publish a tax policy which commits your business to paying all the tax you owe in accordance with the spirit of the tax laws that apply to your operations, and not use tax havens to avoid paying tax;
- be clear and transparent about who owns the company, and who has significant control over its decision making; and
- report annually how much tax you pay in each country in which you operate.

I am also a supporter of the Fair Tax Mark, a certification scheme that assesses and accredits companies that demonstrate responsible tax conduct. It would be a positive step for you as a company to consider such a scheme. You can learn more about the Fair Tax Mark at its website www.fairtaxmark.net. This includes information about the accreditation process and the criteria against which you would be assessed.

Thank you for your time and consideration. I look forward to seeing [company name here] say what you pay with pride in the near future.

Yours sincerely,



Tax Justice Sunday, 7 July

The first Sunday of **Fair Tax Week** will be **Tax Justice Sunday**, which is co-ordinated by Church Action for Tax Justice (CATJ), with support from the Fair Tax Mark. CATJ is an ecumenical, collaborative movement united by the belief that individuals and churches have a faith-derived imperative to challenge economic injustice.

You can find out more about Church Action for Tax Justice at www.catj.org.uk.

We have worked together to create a bespoke set of worship resources in support of **Tax Justice Sunday**, which are available at www.fairtaxmark.net/fairtaxweek2019/resources





Events

Roundtable discussions

If you're passionate about fighting tax avoidance, and want to explore it further, why not organise a meeting of like-minded people to talk about what can be done about it. You'll need **a location, a topic, and no more than 20 guests**. We're encouraging Fair Tax Mark supporters to discuss why it is important to them that companies **approach tax in the right way**: looking at fairness and transparency.

You could invite local politicians to talk about the importance of fair tax, or local businesses. You can find out where your nearest Fair Tax Mark businesses are at www.fairtaxmark.net/map. Let us know the details, and we will promote it via our **Fair Tax Week** portal. We might even be able to source a Fair Tax Mark business to speak at your event.

Film showing

The acclaimed documentary **The Spider's Web** is an exploration of the way that the British financial empire has expanded over the past 70 years, and what influence it has. We can provide a copy of the film for screening. Simply book a space, and advertise to get an audience.

Public meetings

Fair Tax Week and **Tax Justice Sunday** are a great reason to talk to your community about the importance of tax and the role it plays in society. Why not organise a discussion group to talk about what makes tax fair, and what it brings to the community?

Something else

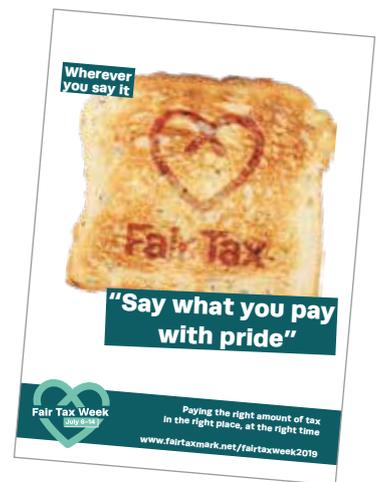
If you have an idea for a different event, just email sam@fairtaxmark.net or call 07378 637637 to let us know. We'll advertise it on our portal and social media.

**SAY WHAT YOU PAY
WITH PRIDE**

Resources

We have produced a number of marketing materials to help you mark **Fair Tax Week**.

Posters



Window stickers



Badges and mugs



If you want to request any of these, please email sam@fairtaxmark.net with your name and address, and we'll do our best to provide supporting resources.



Contact us

"SAY WHAT YOU PAY WITH PRIDE"

The portal for **Fair Tax Week** is at

www.fairtaxmark.net/fairtaxweek2019.

Let us know what you are organising, and it will be promoted there.

Fair Tax Mark

Sam Al-Hamdani

Marketing and Communications

If you have any questions about **Fair Tax Week** or the material that is available, Sam is your first port of call:

Mobile: 07378 637637

Email: sam@fairtaxmark.net

Stay in touch

Make sure you're signed up to receive the latest news and updates on **Fair Tax Week**, and other Fair Tax Mark initiatives at www.fairtaxmark.net/



Fair Tax

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