



Tax Justice Sunday 7 July, 2019

Church 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

church action for
tax justice



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About Fair Tax Week

Fair Tax Week (6–14 July) 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. **Tax Justice Sunday (7 July)** is co-ordinated by Church Action for Tax Justice, with support from the Fair Tax Mark. Further details at <https://fairtaxmark.net/fairtaxweek2019>

This pack was specially created for Church Action for Tax Justice, using information from the Fair Tax Week’s campaign guide.



About Church Action for Tax Justice

Church Action for Tax Justice (CATJ) stands for a fairer and more effective tax system, where democratic governments set taxes to reflect the Common Good, and individuals and corporations pay their share.

Tax should not be seen as a burden: it's a way of showing love for our neighbour and creating the type of just society which we find in the teachings of Jesus and the Prophets.

The time has come to fundamentally rethink our relationship with tax and have an honest conversation about what we want our tax system to deliver.

To this end, Church Action for Tax Justice:

- ❑ seeks to raise awareness throughout the Churches and faith communities of the fundamental relationship between taxation, equality and public services, and the urgent need for Tax Justice at national and international level;
- ❑ campaigns for transparency and an end to tax dodging by both corporations and individuals;
- ❑ stimulates a conversation about the society we want to live in and the tax system that could deliver that;
- ❑ encourages Christian and all faith organisations to promote Tax Justice through their education and mission work, and their financial and investment policies.



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.

It's a great opportunity for people of all faiths to come together and call on businesses of all shapes and sizes to embrace responsible tax conduct and say what they pay with pride.

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/.



Key message and actions

Our main message for **Fair Tax Week** and **Tax Justice Sunday** 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.

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 8.

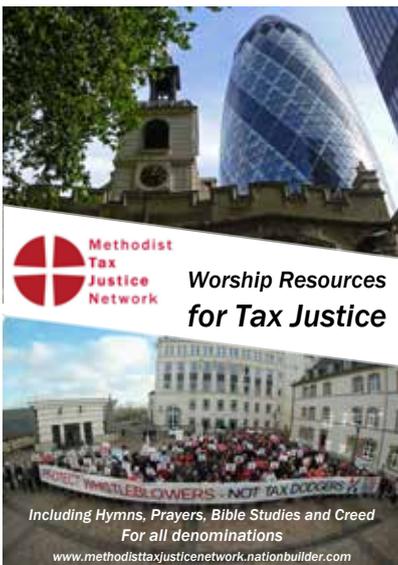
We would also welcome support on social media (see pages 9–10) and the organization of events (which we can help support, as detailed on page 7).



Resources

Church Action for Tax Justice has provided a pack of worship resources for churches wishing to mark July 7, **Tax Justice Sunday**. These can be downloaded from <https://bit.ly/2GHVOLL>. It includes hymns, prayers, bible studies, and approaches to becoming a tax justice congregation.

You can find out more about Church Action for Tax Justice at www.catj.org.uk, as well as additional hymns and sermon resources. As well as raising awareness of the issues, the group have created a guide: **Tax For the Common Good**.





Events

Tax Justice Sunday Sermon

If you are talking to your church about taxation for **#TaxJusticeSunday** let us know. We'd like to map all the places around the country where this takes place. You can use the resources put together by Church Action for Tax Justice to aid you in this.

Church meetings

Tax Justice Sunday and **Fair Tax Week** 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? You can use the questions on page 17 of **Tax For the Common Good** to start you off.

Something else

We're holding conversations with many of you about other events that can be used to extend the **Fair Tax Week** conversation, including breakfasts, film showings, town hall meetings, and much more. If you want help organising another event, just email sam@fairtaxmark.net or call 07378 637637 to see what else you can do.



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.

As a Christian, I believe that a fair tax system is something which is fundamental to Christian values, and dodging taxes is morally unacceptable. As the Archbishop of Canterbury, Most Reverend Justin Welby, has said: 'It is fundamentally unfair that firms focused on the UK economy – especially small businesses – pay their taxes responsibly, while some multinationals create complex schemes to avoid paying what they owe'. Methodist President Reverend Michaela Youngson has commented: 'We need to shift the narrative around tax from being a dirty word... to a means of all citizens having a stake in a generous society that cares for all'; this includes corporate as well as individual citizens.

I would therefore 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,



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.





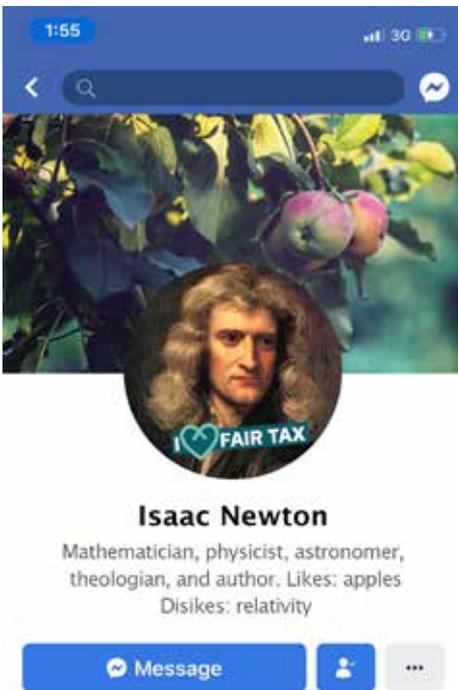
Social media

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.





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.

Church Action for Tax Justice

Email: mail@catj.org.uk

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/



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