

Guide for Employers

Payroll Giving



Help provide vital, regular funding to support seriously ill children and their families across the UK.



What is Payroll Giving?

Payroll Giving is an easy, convenient, tax-efficient way your employees can donate regularly to a charity of their choice directly through their pay. Once you have your scheme set up, your employees simply select how much they would like to donate, and that amount will be deducted each month from their gross pay. Since donations are taken from pre-tax pay, the charity gets more of the donation and it costs them at least 20% less - the most efficient way to make a difference.

All employees' donations are sent directly to a Payroll Giving Agency (PGA) who will handle the transfer of the funds to Together for Short Lives or other chosen charity.

| Amount deducted from gross pay (before tax) | Cost to donor from net pay at 20% tax | Cost to donor from net pay at 40% tax | Cost to donor from net pay at 45% tax | Amount charity receives |
|---|---------------------------------------|---------------------------------------|---------------------------------------|-------------------------|
| £8 | £6.40 | £4.8 | £4.40 | £8 |
| £10 | £8 | £6 | £5.50 | £10 |

What are the benefits to employers?



Low cost to set up and maintain



Little administrative burden



Enhancement of public image



Demonstrates corporate community involvement



Engages employees in Charity of the Year partnerships



Eligibility to enter the National Payroll Giving Excellence Awards








Can boost staff morale and employee engagement and aid in recruitment



Payroll Giving Quality Marks



What are the benefits to employees?

-  **Value** - allows full tax relief for their donation, allowing them to feel like they are giving more.
-  **Control/flexibility** - they can stop or change their donation at any time.
-  **Quick, easy convenient way to give.**
-  **Not all employees love baking for cake sales or running in marathons. Payroll Giving is a way employees that don't want to do those things can still feel positive about what they are contributing to their charity!**
-  **No bank details required**

Setting up your Payroll Giving scheme

1. Get your team on board

Share the benefits of Payroll Giving with senior management and your payroll department

2. Sign up with a Payroll Giving Agency (PGA)

PGAs distribute the donations deducted from your employees' salaries to their chosen charities. Since donations are deducted from gross pay, HMRC need an audit trail to ensure money is going to the right place. At the end of this document there is contact information listed for a number of PGAs - you can look them up, choose one and complete their forms.

3. Promote your payroll giving scheme to staff

Many people do not have a lot of knowledge about payroll giving or its many benefits. Read on in this document for some promotion tips and tricks, and direct your staff to our *Payroll Giving Guide for Employees* for more information on how it works, what their donations will support and the benefits of donating through Payroll Giving. Promotion can be fun and is a great way to introduce or grow your scheme in the workplace.

4. Sign up employees

Employees can sign up for Payroll Giving through your payroll department, through a Professional Fundraising Organisation (PFO), or through our online form:

https://www.givingonline.org.uk/Together%20For%20Short%20Lives_782/index.html

5. Start making a difference!

Once employees are signed up, their donations will start being taken out of their pay and received by their chosen charities. Just £7.50 per month donated to Together for Short Lives could pay for a session of community care for a child!

Promoting Payroll Giving to staff

Incentives

Here are a few ideas for some incentives to get your staff engaged in Payroll Giving:

- **Celebrate and thank staff** for their contributions.
- **Set a goal** - challenge staff to reach higher participation levels and update them on progress toward that goal.
- **Matched giving** - consider matching your employees' donations up to a certain level or for donations to your Charity of the Year.
- **Make it fun** - create a prize draw (eg. extra day leave) and enter employees who sign up for payroll giving.
- **Sweeten the deal** - offer employees something for signing up such as sweets or coffee.

Make sign up easy

Have your PGA create a form for you and create an online form so employees can sign up quickly and easily.

Professional Fundraising Organisations (PFOs)

You can also outsource your promotion. PFOs are agencies that work with employers to recruit donors in the workplace. They offer a free service to organisations in which they send a fundraiser into your office to inform your staff about Payroll Giving and sign them up. This is the most effective way to get staff on board. Have the PFO come in with forms to make it quick and easy for employees to sign up, with less work for you!



Receiving recognition

Payroll Giving Quality Mark

The Payroll Giving Quality Mark celebrates and awards organisations' achievements in successfully implementing a Payroll Giving scheme in their workplace. Each organisation that has a Payroll Giving scheme in place is eligible to receive a Quality Mark, with special Bronze, Silver, Gold and Platinum awards for those that meet certain payroll giving participation benchmarks. Each organisation awarded with a Quality Mark will receive a certificate and Quality Mark logo that they can promote in their literature.

BRONZE AWARD 2017



Bronze Quality Mark

Awarded to companies with over 1% of their employees donating through Payroll Giving.

Silver Quality Mark

Awarded to companies that have over 5% of employees donating through Payroll Giving.

SILVER AWARD 2017



GOLD AWARD 2017



Gold Quality Mark

Awarded to companies with over 10% of their workforce donating through Payroll Giving.

Platinum Quality Mark

This is the highest available certification, presented to companies that have more than 20% of employees donating through Payroll Giving or increased employee take-up from the previous year by a minimum of 10%. Employers must have achieved and held the Gold Quality Mark Award for at least one year prior to applying for a Platinum Quality Mark Award.

PLATINUM AWARD 2017



National Payroll Giving Excellence Awards

The Payroll Giving Excellence Awards showcase the best Payroll Giving schemes in the UK and award employers that have shown a commitment to Payroll Giving in their workplaces. Any employer with a Quality Mark is eligible to enter to receive an award.

Key contacts and more information

Payroll Giving Agencies (PGAs)

Charities Aid Foundation (CAF)
03000 123 000
www.cafonline.org

Charities Trust
0151 286 5129
info@charitiestrust.org
www.charitiestrust.org

Charitable Giving
01822 611 180
mail@charitablegiving.co.uk
www.charitablegiving.co.uk



Professional Fundraising Organisations (PFOs)

The Payroll Giving Team
info@thepayrollgivingteam.co.uk
www.thepayrollgivingteam.co.uk

Payroll Giving in Action
01271 326 131
enquiry@payrollgiving.co.uk
www.payrollgiving.co.uk

Hands on Payroll Giving
01433 612 882
info@handsonpayrollgiving.co.uk
www.handsonpayrollgiving.co.uk

StC Payroll Giving
03000 123 800
enquiries@stcpayrollgiving.co.uk
www.stcpayrollgiving.co.uk

Together for Short Lives

For more information on how you can give to Together for Short Lives or your local children's hospice through Payroll Giving, or how to set up a Payroll Giving scheme in your organisation please visit:

www.togetherforshortlives.org.uk

or contact

Karen Yates at karen.yates@togetherforshortlives.org.uk or 0117 906 7828

