

## Gold Award Winner 2006 Dollond & Aitchison

Established over 250 years ago, D&A The Opticians is the oldest retail chain on the High Street. Today it is owned by De Rigo one of the world's largest manufacturers and distributors of premium eyewear. D&A has its Head Office in Birmingham and employs 3,000 people nationwide in its 380 branches.

### **D&A and Payroll Giving**

- D&A have participated in Payroll Giving for over five years.
- The scheme was re-launched in July 2004 following a presentation from Sharing the Caring.
- Every year Sharing the Caring travels to each branch to encourage employee's to sign up to the scheme.
- D&A promotes the scheme in it's Weekly Bulletin which is read by all employees.
- D&A pays the administration charge and pays an additional 10% of employee donations to the company charity of the year, Moorfields Eye Hospital.
- 11% of employee's donate through Payroll Giving.
- The average donation is £8 per month.

John Mumford, D&A's Human Resources Director says:

*"Payroll Giving forms part of our strategy to be socially responsible. Supporting our values of Professional, Friendly and Caring, we encourage our colleagues to give to a charity of their choice and/or our nominated charity of the year, Moorfields Children's Hospital. Our scheme is easy to set up and administer and in partnership with Sharing the Caring, over 11% of colleagues now give through the scheme. From January 2006, we will be adding 10% to all colleagues' donations and this money will go to Moorfields Children's Hospital."*