

PRESS RELEASE

25th September 2006

THREE MILLION EMPLOYERS AND HOUSEHOLDS TARGETED IN PAYROLL GIVING CAMPAIGN

With less than four months to go before the end of the Payroll Giving Grants programme, the Institute of Fundraising ('Institute') has launched a door drop leaflet campaign in Birmingham to urge organisations and employees to sign up to Payroll Giving.

The leaflet, which will be dropped through letterboxes across the UK at the end of September, explains what Payroll Giving is, how it benefits charities and how to get started.

Payroll Giving enables employees to donate to any UK charity straight from their gross salary, giving immediate tax relief. The Payroll Giving Grants programme rewards organisations with less than 500 staff with a government grant of up to £500 for setting up Payroll Giving before 31st December 2006. What's more, the programme will match every donation pound-for-pound up to the first £10, of each employee's donations until 31st March 2007.

Lindsay Boswell, Chief Executive of the Institute of Fundraising, says

"Payroll Giving is one of the simplest and most effective ways of giving to charity. Quick and easy to sign up to, payroll donations benefit charities with a regular, reliable income stream, and benefit the donor with tax relief. But with the Grants programme coming to an end this year, employers need to act quickly to make the most it."

If an employee wishes to start giving through the payroll, all they need to do is ask their payroll department. To set up a Payroll Giving scheme, all employers have to do is sign-up with a Payroll Giving Agency who will distribute the donations on their behalf. Payroll

staff will deduct the amount, (after National Insurance, but before tax) and forward it on to the Payroll Giving Agency, who will distribute the monies to the chosen charities.

Employers who set up Payroll Giving are recognised with a Payroll Giving Quality Mark. Launched in January 2006, the Payroll Giving Quality Mark is presented to organisations for making Payroll Giving available to their staff. The Quality Mark comprises a certificate and a logo. Bronze, Silver and Gold Awards reward the efforts made by employers to promote their schemes and are allocated dependent on staff take-up levels.

The Payroll Giving Grants programme is funded by the Active Communities directorate, administered and promoted by the Institute of Fundraising, with support from Business in Community.

**For more information and free guidance about Payroll Giving call 0845 602 6786
or visit www.payrollgivinggrants.org.uk**

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MEDIA QUERIES

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NOTES TO EDITORS

1. **Payroll Giving** enables employees to donate to any UK charity straight from their gross salary, giving immediate tax relief. The new grants programme, matching donations of up to £10 from each employee every month, for the first six months after they have signed up to the scheme, is a real incentive. This means that £10 donated each month would be worth as much as £20 to the charity and yet it will only cost employees paying basic rate income tax £7.80 (or £6 for higher rate taxpayers).

2. The **Payroll Giving Quality Mark*** and **Payroll Giving Grants** programme (www.payrollgivingcentre.org.uk) are funded by HM Government, administered and promoted by the Institute of Fundraising, with support from Business in Community.

3. The **Payroll Giving Grants** programme (www.payrollgivinggrants.org.uk) consists of two parts: a one-off grant of between £300 and £500 for employers who sign up to Payroll Giving before the end of 2006; and a matched gift of up to £10 per month for the first six months from when an employee signs up. Matched donations apply during the first six months of an employee's gifts, until the end of the programme in March 2007.

*The **Payroll Giving Quality Mark** recognises and rewards organisations of all sizes for making Payroll Giving available to their staff. The Quality Mark comprises a certificate and logo, as well as Bronze, Silver and Gold Awards. Awards are available for organisations that achieve minimum staff participation rates and employer support as outlined below:

- Bronze Award - 1% employee participation in Payroll Giving
- Silver Award - 5% employee participation in Payroll Giving
- Gold Award - 10% employee participation in Payroll Giving and the employer must either pay the administration charge, match donations or have carried out an active promotion of Payroll Giving over the previous year.

4. The **Institute of Fundraising** (www.institute-of-fundraising.org.uk) represents fundraisers and fundraising throughout the UK and is committed to the highest standards in fundraising management and practice. The Institute of Fundraising is the professional body for fundraising and is the largest individual representative body in the voluntary sector with 4000 Individual members and 200 Organisational members. Organisational and Individual members of the Institute agree to abide by the standards set out in the Codes as a condition of membership.

5. **Business in the Community** (www.bitc.org.uk) is a unique movement of companies based or listed in the UK committed to improving continually their positive impact on society, with a core membership of over 750 companies including 80 of the FTSE 100. Business in the Community is one of the largest and longest-established corporate responsibility organisations in the world.