



PRESS RELEASE

For immediate issue – 7th March 2011

GOING FOR GOLD: SECOND YEAR HIGH FOR PAYROLL GIVING

For the second year in a row, the number of Payroll Giving Quality Mark Award certificates distributed to businesses will increase. In April, 3,631 certificates will be distributed to employers, an 8.5% increase on 2010. The Gold, Silver and Bronze certificates are presented to employers offering a 10, 5 or 1% take-up of the scheme amongst their employees.

Lee Grant, Tax-Effective Giving Project Manager at the Institute of Fundraising, comments:

“It is great to see so many employers ‘going for gold’ and actively participating in Payroll Giving. Giving through your payroll continues to fare well in the current economic climate. Although we’ve seen a dip in donor numbers during the last financial year, it’s encouraging that the amount of income provided has actually increased since April 2010.

“We’re now calling on employers to go one step further and apply for a National Payroll Giving Excellence Award. This is the ultimate demonstration of commitment to Payroll Giving and provides employers with a platform to showcase their outstanding schemes in practice.”

The deadline for entries for the 2011 National Payroll Giving Excellence Awards is 15th July. Any organisation that has achieved a Bronze, Silver or Gold Quality Mark Award this year is eligible and welcome to enter the National Payroll Giving Excellence Awards.

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Payroll Giving enables businesses to demonstrate their commitment to Corporate Social Responsibility and Corporate Community Investment programmes by providing a platform for their employees to give tax-effectively. Worth £106 million to the sector annually, Payroll Giving has also been noted to improve staff recruitment and retention and many employers top-up, or match their employees' contribution.

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NOTES TO EDITORS

1. Institute of Fundraising

The Institute of Fundraising's (www.institute-of-fundraising.org.uk) mission is to support fundraisers, through leadership, representation, standards setting and education, to deliver excellent fundraising. Members are supported through training, networking, the dissemination of best practice and representation on issues that affect the fundraising environment. The Institute of Fundraising is the largest individual representative body in the voluntary sector with 5000 Individual members and 300 Organisational members.