

GOLD AWARD WINNER 2006

Prudential UK (**London, Reading, Belfast, Bristol, Craigforth Stirling**)

Prudential (www.pru.co.uk) is a leading life and pensions provider to approximately 7 million customers in the United Kingdom. It has around 6,800 full-time staff, offices located in London, Reading, Belfast, Dublin and Stirling, and a customer service centre in Mumbai. Its products include Bulk and Individual Annuities, Corporate Pensions, With-Profits and Unit-Linked Bonds, Savings and Investments, Equity Release, Healthcare and Protection.

Prudential and Payroll Giving

- Prudential regularly promote Payroll Giving using their dedicated intranet site, messages on payslips, roadshows and face to face with teams across the business. Prudential has produced a leaflet 'Effective Giving – maximise your charity donations' in partnership with Charities Aid Foundation (CAF) which is used as part of any internal promotional activity
- Prudential pays the administration fees on behalf of employees and matches employee donations to UK registered charities (excluding those with religious, racial and political aims)
- They also double match employee donations to their Charity of the year. In 2006, the charity is the Muscular Dystrophy Campaign
- The matched and double matched donations for 2005 totalled £236,000.
- Average employee donation £18.00

Andy Briggs, Distribution Director of Prudential UK and Executive Sponsor for Community Pru says:

"Payroll Giving is a key part of our corporate social responsibility agenda. As custodians of people's money, we want to give our own employees the opportunity to benefit from the easiest, most tax-efficient way of donating to charity."