

PRESS RELEASE

5th February 2007

**20 YEARS OF PAYROLL GIVING SEES
CHARITIES INCOME RISE BY OVER £83 MILLION**

This year, the Institute of Fundraising ('Institute') is celebrating the 20th birthday of Payroll Giving and urging employers and employees to increase income to charities in 2007 by signing up to this tax-effective giving method.

First launched in 1987, Payroll Giving enables employees to donate to any UK charity straight from their gross salary, giving immediate tax relief.

In the first full year of Payroll Giving (1987/8) £1,034,695 was raised for charities. In the year 2005/6 £84,740,956 was received and distributed by the Payroll Giving Agencies to charities from employees donating from their pre-tax pay. *That's a rise of over £83.5 million.*

In 1987/8, the number of employees donating through Payroll Giving was 60,629. In 2005/6 it was more than 600,000. *That's an increase of over half a million employees.*

FACTBOX – 20 YEARS OF PAYROLL GIVING		
	1987/1988	2005/2006
<i>Amount raised by Payroll Giving</i>	£1,034,695.00 ¹	£84,740,956
<i>Number of employees giving though Payroll Giving</i>	60,629	600,000

¹ CAF's Charity Trends, 11th Edition (1988)

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

“It’s fantastic to see the impact Payroll Giving has made on the income of charities in the 20 years it has been around. Payroll Giving raises £84 million for charities for each year, yet only 2-3% of the population give to charity in this way. It is therefore essential for charities to promote Payroll Giving in 2007 as a means of maximising their income.”

CAF runs the Give As You Earn scheme and was the first agency to receive approval when Payroll Giving was launched. More than 75% of the money being received by charities from Payroll Giving is distributed by CAF.

Lesley Braden, Supporter Retention and Development Executive at Save the Children comments:

“Save the Children is extremely proud to have been one of the first charities in 1987 to recognise the long-term fundraising potential of Give As You Earn². Our hugely successful partnership with CAF has meant that in those twenty years millions of pounds has been donated towards our work by thousands of people - all of whom have helped Save the Children to inspire dramatic change for children.”

“Regular donations to Save the Children help make all of our amazing work possible. They permit us to plan ahead and enable us to inspire dramatic change for children.”

Carol Hamilton, Community Consultant, Prudential UK & Europe, says:

“Payroll Giving is a key part of our corporate 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. Prudential also supports individual charitable giving by applying a matching process twice a year to all donations made by our people through the Give As You Earn scheme.”

To set up a Payroll Giving scheme, all employers have to do is sign-up with a Payroll Giving Agency who will transmit the donations on their behalf. Any organisation that signs up to Payroll Giving will receive a Quality Mark certificate that recognises and rewards organisations for making Payroll Giving available to their staff. The Quality Mark comprises a certificate and a logo, as well as Bronze, Silver and Gold Awards.

For more information and free guidance about Payroll Giving call 0845 602 6786

or visit www.payrollgivingcentre.org.uk

² GAYE is a brand of CAF

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MEDIA QUERIES

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NOTES TO EDITORS

1. The **Payroll Giving Quality Mark** is funded by HM Government, administered and promoted by the Institute of Fundraising.
2. 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 4200 Individual members and 250 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.
3. **CAF** (Charities Aid Foundation) puts donors in control of their giving, and helps charities make the most of what they get. For more information visit: www.cafonline.org/payrollgiving20