



## Haymarket

Payroll Giving has given Haymarket the opportunity to encourage and support employees who want to show their concern for others in a financial way. Haymarket match every donation employees make with a like-for-like contribution, thus doubling the money that goes to charity. Haymarket's goal was to recruit 10% of employees onto the scheme and achieve Gold Payroll Giving Quality Mark participation levels. This target was surpassed, with over 28% of employees joining during the launch. Furthermore, in order to keep up with levels of participation the original matching budget of £10,000 has now been increased to over £14,000.