

Marshalls

Marshalls plc aimed to ensure that all employees were well informed about the potential of Payroll Giving, so engaged external partner Hands on Helping Charity, a professional fundraising organisation, to promote the scheme in-house.

Hands on Helping Charity visited all officers and manufacturing sites to talk informally to small groups about the Marshalls' Payroll Giving scheme. Due to the nature of the company, a flexible visiting scheduling was required. This sometimes involved visiting at nights and early mornings so as to fit in with the diverse working patterns of employees.

Despite the complicated logistics of reaching out to employees, Marshalls achieved a steady participant recruitment rate and have demonstrated a commitment to ongoing corporate social responsibility.