

PRESS RELEASE

12th September 2007

NUMBER OF EMPLOYERS ACHIEVING 10% TAKE UP OF PAYROLL GIVING HAS DOUBLED

Year end results released during the 20th anniversary of Payroll Giving show that, since the launch of the Payroll Giving Quality Mark, the number of companies that have achieved a 10% take-up of Payroll Giving amongst employees has almost doubled. Latest figures announced today by the Institute of Fundraising ('Institute') also confirm that donations to UK charities through Payroll Giving schemes have reached almost £90million, a figure topped up by an additional £10million through employer matched giving. This represents an increase of 4.6%.

In addition, the number of new Payroll Giving donors has increased by 6.5%, with the number of new contracts also increasing by 40%. These results have also been influenced by the SME Grants Programme, on which the Institute will report in due course.

Designed to encourage companies to achieve better take-up rates amongst their employees, the Quality Mark sets the standard for employee participation levels. At entry level, a certificate will be sent to each employer once they sign a contract with a Payroll Giving Agency. This simply acknowledges that the employer has implemented a scheme and allows them to use a specially designed logo provided on letterheads and websites. Those that achieve designated employee participation rates of 1%, 5% and 10% will receive a bronze, silver and gold award respectively.

The aims of the Quality Mark scheme are to: increase employer and employee participation in Payroll Giving, build a logo that will be identifiable to everyone, see Payroll

Giving become increasingly attractive to employers and provide employers with realistic targets to increase employee participation.

Tina Steele, Payroll Giving Project Manager at the Institute of Fundraising, says:

"It is great to see how the Quality Mark has had a direct impact on take-up of Payroll Giving amongst employers. The Quality Mark scheme offers all businesses, regardless of their size, the opportunity to demonstrate their commitment to the voluntary sector, the local community and their employees, and receive recognition for doing so at the same time. In October the first National Payroll Giving Awards event will celebrate the 'best of the best' with almost 200 employers attending, all of which have received a Quality Mark Award in 2007."

The Payroll Giving figures for 2006/07 are presented in full on the Payroll Giving Centre website (www.payrollgivingcentre.org.uk) an independent web-based resource and hotline offering free information and guidance on Payroll Giving hosted by the Institute of Fundraising.

**For more information and free guidance about Payroll Giving call
0845 602 6786 or visit: www.payrollgivingcentre.org.uk**

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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 and was launched in January 2006.

The **Payroll Giving Quality Mark** recognises and rewards organisations of all sizes for making Payroll Giving available to their staff. The Quality Mark comprises a certificate and logo, as well as Bronze, Silver and Gold Awards. Awards are available for organisations that achieve minimum staff participation rates and employer support as outlined below:

- Bronze Award - 1% employee participation in Payroll Giving
 - Silver Award - 5% employee participation in Payroll Giving
 - Gold Award - 10% employee participation in Payroll Giving and the employer must either pay the administration charge, match donations or have carried out an active promotion of Payroll Giving over the previous year.
2. **Payroll Giving** enables employees to donate to any UK charity straight from their gross salary, giving immediate tax relief.

