



BEAVERBROOKS

THE JEWELLERS

Beaverbrooks are the well known name in retail jewellery, on the high street and in the business world. They have 830 employees and over 65 stores throughout the United Kingdom.

They set up their scheme in March 2008 with the aim of achieving a 10% take up and a Gold Quality Mark Award in the first year. Within 8 months they had smashed this target, with 25% of the workforce donating via Payroll Giving to 99 different charities and with the donations exceeding their expectations by over four-fold.

This entry has been selected as the 'Most Successful' campaign as the judges felt that it was an exceptionally good launch with an excellent take up rate, especially for the retail sector with a dispersed workforce in the current economic climate. They also applauded the spirit of the scheme, where the organisers and employees felt a real excitement for what they were achieving and had worked together extremely well with Workplace Giving UK