



Aviva

Payroll Giving is an integral part of Aviva's corporate responsibility programme, raising over £200,000 for good causes each year. The latest figures show that 1,700 employees donated in the last 12 months (either regularly or through one-off payments). The number of donors has been growing since the launch of an online giving portal for employees (www.easier2give.co.uk) and through a regular, varied communication campaign targeted to meet the diverse needs of our employee population.

David Schofield, Head of Corporate Responsibility for Aviva in the UK, said "Payroll Giving is a crucial part of our employee offering, giving employees a tax-efficient way to support charities that they have a personal connection to. We'll continue to promote it and work with our partners to achieve our ambition of a Gold Mark by 2011."