



Bonfire Creative Intelligence

Bonfire Creative Intelligence, a small Bedfordshire-based design and branding consultancy, launched its Payroll Giving scheme in September 2005 as part of the development of its wider CSR policy. Staff were involved in picking their charity of choice. Having identified Keech Cottage Children's hospice as one of its two charity partners, staff were taken on a whole team visit to the hospice to launch their support of the charity. Bonfire kicked off their support by making a £500 donation. All staff have signed up for payroll giving.

Jason Pearce, Director of Bonfire Creative Intelligence, said "It's good to get the whole team out of the studio and see the people that we hope to help. We have done a lot of charity giving in the past but feel that more good can come from a dedicated partnership. We are proud to be supporting Keech Cottage and all the good work they do for children with life-limiting conditions in the local area."