



## Whitbread Group PLC

The Whitbread Payroll Giving scheme has been running since the 1990's and in recent years Whitbread has supported its employees by double matching their donations for the first contribution. Therefore donations of £5.00 actually amount to £15.00 for the first month.

We also increased participation by introducing the Freedom Account, giving the ability to donate flexibly to different charities in various ways.

Payroll Giving in Action introduced Whitbread to its new Electronic Digital Pen system. This allowed employees to sign up to payroll giving while the PGI representative was on site, and together with web-based applications, reduced paper. It also allowed our internal departments to process employees donations without re-keying and provided Charities Trust with secure electronic data.

**Pia Burke, Corporate Responsibility Advisor, says:** "Whitbread is proud to have maintained the Gold Quality Mark status. With the help of our partners, we have exceeded expectations by reaching a 17% participation rate. This is fantastic news for the various charities and it shows that our employees care about charitable giving and the importance of the scheme."