



## The British Heart Foundation

Payroll Giving has been offered at the BHF for the last 10 years but only in the last few years has it seen a very proactive approach to drive it forward and educate staff on its benefits. Our internal campaign has become one of the highlights in our Payroll Giving calendar with a real drive to take it forward. We currently enjoy a take up of 13% with 37 different charities being supported through an annual donation of £6,348. The BHF is proud of the employee involvement in this vital and effective fundraising tool!

**Aneesha Moreira, Director of Fundraising**, says: "What a great in-house campaign you have created - very personal, different and connecting. As a participant, it felt good - fundraisers after my own heart!"