



## **PRESS RELEASE**

*Under embargo until 6<sup>th</sup> October 2009*

### **PAYROLL GIVING EXCELLENCE CELEBRATED AT AWARDS CEREMONY**

UK employers' commitment to Payroll Giving was celebrated at the National Payroll Giving Excellence Awards, held on Monday 5<sup>th</sup> October 2009. Winners, including Beaverbrooks and British Heart Foundation, were presented their awards at HM Treasury by the Rt. Hon Stephen Timms MP, Financial Secretary to the Treasury and the Rt. Hon Angela Smith MP.

A range of employers, sector and media representatives as well as Government officials attended the event. It was introduced and compered by the Institute's Chief Executive, Lindsay Boswell.

The full list of winners are:

- Best Launch of a New Scheme – Beaverbrooks
- Best Re-Launch of an Existing Scheme – Think Money Group
- Best Innovative Promotional Partnership – Whitbread Group PLC
- Best SME Campaign – Haygarth
- Best Large Employer Campaign – Aviva
- Best Third Sector Employer Campaign – The British Heart Foundation
- Best Public Sector Employer Campaign – London Borough of Islington
- The Most Successful Payroll Giving Promotion – Beaverbrooks

First launched in 1987, Payroll Giving enables employees to donate to any UK charity straight from their gross salary, giving immediate tax relief. Latest figures show that, last year, Payroll Giving distributed £109 million to good causes.

The National Payroll Giving Excellence Awards were introduced in the 20<sup>th</sup> year of Payroll Giving to recognise and reward employers with successful schemes, as well as those

which demonstrate best practice in their promotion to employees. Entries were restricted to those employers that have received in 2008 Bronze, Silver or Gold Quality Mark Awards.

The Rt. Hon Angela Smith, Minister for the Third Sector, said:

"I cannot overstate the importance of Payroll Giving to charities and the people whose lives are transformed by the funds it raises. This year's winners of The National Payroll Giving Excellence Awards deserve to be recognised for their efforts to make Payroll Giving schemes a success. I hope their example will inspire many more employers to open Payroll Giving schemes."

Lee Grant, Tax-Effective Giving Project Manager at the Institute of Fundraising, comments:

"Congratulations to all of our winners. This year has seen applications rise by a third over 2008 with some really high profile winners, all of whom have either put in place effective Payroll Giving schemes, re-launched or revitalised existing schemes to meet the stringent Awards criteria.

"We would like to extend our thanks to the Rt. Hon Stephen Timms MP and the Rt. Hon Angela Smith MP for supporting UK charities and businesses by helping to host this event and present the Awards."

For more information about the Award Categories, winners and case studies please visit: [www.payrollgivingcentre.org.uk](http://www.payrollgivingcentre.org.uk).

**###-ENDS-###**

**Photographs from the awards ceremony are available on request from the Institute of Fundraising press office.**

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## **NOTES TO EDITORS**

### **1. Institute of Fundraising**

The Institute of Fundraising's ([www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)) mission is to support fundraisers, through leadership, representation, standards setting and education, to deliver excellent fundraising. Members are supported through training, networking, the dissemination of best practice and representation on issues that affect the fundraising environment. The Institute of Fundraising is the largest individual representative body in the voluntary sector with 5000 Individual members and 300 Organisational members