



## **PRESS RELEASE**

*For immediate issue – 15<sup>th</sup> April 2009*

### **ACTION PLAN TO OVERCOME PAYROLL GIVING BARRIERS**

The Institute of Fundraising's Payroll Giving Action Plan has been released, following the independent root and branch review of Payroll Giving. The Action Plan is recommended by the Institute as a means of overcoming the current barriers to Payroll Giving and encourages charities, donors and employers to adopt the mechanism.

Actions specified in the plan include:

- The introduction of common service standards by all Payroll Giving Agencies (PGAs); an external system that will monitor and report on performance by PGAs will be devised
- The review of the statutory framework within which PGAs operate
- The identification of an interim solution, which will support the easy transfer of payroll donors as they move between employers
- Gaining commitment from the third sector in prioritising Payroll Giving

The Institute will work with the Association of Payroll Giving Organisations and those engaged in Payroll Giving to ensure the actions and next steps as recommended in the Payroll Giving Action Plan are carried out in an appropriate and timely manner.

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

“This Action Plan is the culmination of a detailed review into Payroll Giving. We have systematically examined the mechanism, exploring its key drivers and barriers, and have now identified actions to overcome the challenges presented by Payroll Giving in its current form.

Institute of Fundraising, Park Place, 12 Lawn Lane, London SW8 1UD  
Tel 020 7840 1000 Fax 020 7840 1001  
Email: [info@institute-of-fundraising.org.uk](mailto:info@institute-of-fundraising.org.uk). Website: [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

The Institute of Fundraising is a charity registered in England and Wales (no.1079573) and Scotland (no.SC038971), and a Company Limited by Guarantee no. 3870883. VAT Registration no. 547 8930 96

“It will take commitment and prioritisation to ensure that these actions achieve a positive change for Payroll Giving, which we acknowledge has yet to achieve its full potential. It is, however, a resilient form of fundraising, especially in this time of recession. It's clear that the measures we recommend need to be taken in order to protect Payroll Giving as a regular and reliable form of tax-effective giving.”

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

**For further information please contact:**

Diana Mackie

Tel. 020 7840 1027 / 07793 802 852

**Institute of Fundraising**

email: [press@institute-of-fundraising.org.uk](mailto:press@institute-of-fundraising.org.uk)

**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 4800 Individual members and 280 Organisational members