

# PAYROLL GIVING

Make a difference each and every pay day



**each**

East Anglia's  
Children's Hospices

## A guide for employers

*'The care from EACH feels like a big hug when you  
really need it most' - The Palmer Family*





## What is Payroll Giving?

Payroll Giving is a **simple and tax-efficient** scheme that allows your employees to regularly donate to charities they love directly through their salary before income tax is applied. Because the donation is taken before tax, your employees pay less!

For example, if they are a basic rate taxpayer (20%), they donate £10 and only £8 comes out of their salary, HMRC pays the rest. Or if they are a higher rate taxpayer (40%), they pay £6 and HMRC pays the rest.

Payroll Giving is a regular and stable income to charities, in 2018/19 it raised £132 million for charitable causes! Whatever the size of your business, Payroll Giving is a quick and easy scheme to set-up with benefits to both you and your employees. This guide will talk you through the information you need to set up your own Payroll Giving scheme.

## What are the benefits to your business?

- A tax-free way for your employees to give to charities
- A quick and easy way to donate
- Employees can donate to one or multiple causes
- There is no limit on the size of gift
- You could choose to match fund their donations – showing your commitment and making their donations go further

## What are the benefits to your employees?

- It is easy to set up and manage
- Payroll Giving demonstrates your interest in the causes that are important to your employees
- Supporting good causes has been proven to boost positive feelings amongst the workforce as well as brand loyalty amongst customers
- Enhances your corporate social responsibility

# Setting up your Payroll Giving scheme in 4 easy steps...

## 1. Sign Up

Sign up with a Payroll Giving Agency (PGA). PGAs facilitate Payroll Giving and distribute the donations deducted from your employee's salaries to their chosen charities. As deductions are made from gross pay, HMRC needs an audit trail to ensure money is going to the right place. These agencies will set you up with everything you need and talk you through the process. If you are not signed up with a PGA you can find a list of HMRC approved agencies [here](#) or speak to us and we can put you in touch with agencies we already work with.

## 2. Promote the scheme to your workforce

Promoting Payroll Giving is really important, as many of your employees may never have heard of it! It can be fun and is a great way to introduce or grow a scheme in your work place. Read on in this document for tips on how to promote your scheme and contact your fundraiser at EACH for promotional materials and ideas.

## 3. Sign up employees

Employees can sign-up through their payroll department by filling out a simple form to say who they would like to support and how much they would like to donate. Your PGA will support you with this.

## 4. Celebrate making a difference

Once your employees are set-up, their donations will start being taken out of their pay and received by their chosen charities. Running regular promotions about your scheme and continuing to recruit new donors means you could be eligible for a Payroll Giving Award.

### Benefits for EACH

**Just £10 a month, each year could fund an EACH specialist nurse for one whole day, providing expert nursing care to children and young people with life-threatening conditions.**





# Tips on promoting Payroll Giving

## Make it quick and easy to sign up

- Use emails and company intranets to encourage staff to sign up online
- Promote Payroll Giving desk to desk or in a shared company space (i.e lobby, staff room, canteen) as this is the most effective way to get people to sign up
- Contact your EACH fundraiser for promotional materials

## Incentivise your workforce


- Celebrate and thank staff for their contributions
- Set a goal around participation levels
- Match fund your employee contributions to encourage sign ups and demonstrate your commitment to charitable giving
- Offer employees something nice in exchange for signing up i.e sweets or organise a free draw for everyone signing up – an extra days holiday is a popular one!

## Capitalise on the Peer Effect

- Recruit a group of staff ambassadors. They can be fantastic in promoting your scheme to their peers. Get your senior members of staff to set an example and be the first to sign up publicly.
- Encourage healthy competition by publishing league tables based on department or location showing sign up rates

## Get the timing right

- Pick a time when levels of motivation are likely to be high, for example before holidays, after 'good news' announcements and pay rises. Or choose a time like Christmas for example, to create a theme
- Put reminders about Payroll Giving in payslips
- Include promotional materials in induction packs or hold information days to inform new staff about the scheme

A close-up photograph of a young child with light hair, smiling broadly. They are wearing a striped shirt and have a nasal cannula (oxygen tube) in their nose. The background is slightly blurred, showing what appears to be a play area with toys.

To sign up or for more information please contact:

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