



Pennies from Heaven – Employee Overview

Team based workplace giving - Small change. Big difference

Headlines

- Net pay rounded down to the nearest pound with the pennies donated to charity. Earn £850.34 then 34p to charity
- £2.8m raised to date
- **More companies joining** - 70% increase in companies offering PFH in the last 4 years
- **More money raised** – 56% increase in donations 2009-2012
- **Fast processing** - 80% of donations received by the charities within 30 days
- **Popular with staff** - five times more popular than payroll giving*
- 100% of donations via PFH are eligible for Gift Aid (subject to declaration)

- Thank you for downloading this information sheet about the Pennies from Heaven scheme. We have put this sheet together to help you understand more about the scheme and guide you as to how to bring Pennies from Heaven to your workplace.

How does the Pennies from Heaven scheme work?

- Employees sign up once and from then on every salary is rounded down to the nearest pound with the pennies donated to charity. If net pay was £850.34 then 34p would be donated. Donation is between 0-99p.
- The most you can ever give is 99p every time you are paid. And the taxman will add 25% at no cost to the donor or employer via gift aid.

Which charity can I give to?

- Each employer chooses one or more charities to which all staff and pensioners donate to – this can be any registered charity you like.

It's only pennies – is it worth it?

- YES! Don't be fooled - little pennies soon make pounds. Everyone gives a little but together the team makes a big difference. Potential donations (with gift aid):

2,000 employees would raise £15,000 a year
5,000 employees would raise £37,500 a year
10,000 employees would raise £75,000 a year
20,000 employees would raise £150,000 a year

How do I get Pennies from Heaven running in my workplace?

- We recommend a workforce of 1000+ employees. The scheme can run outside of this but we would advise quarterly remittance of donations to minimise administration costs.
- Contact your Community, Human Resource or In-house charity team - you can send them this overview or download an employer pack from www.penniesfromheaven.co.uk
- Tell us – drop us an email telling us about your employer and we can contact them directly.

How can I get more information?

- www.penniesfromheaven.co.uk / www.facebook.com/penniesfromheavenscheme
- Anthony Law or Kate Frost on 01485 210698
- a.law@penniesfromheaven.co.uk / kate@penniesfromheaven.co.uk



January Payslip

Mrs Penny Heaven

Net pay £850.34
 For you £850
 For charity £ .34



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Background

- **Fact** - Most people would like to do a little more for charity and feel like they are making a difference.
- **Fact** - Times are hard but just because you have less to spare doesn't mean you don't care.
- **Fact** – 85% of people want their employers to do more for charity.
- Pennies from Heaven (PFH) is the penny giving scheme that allows everyone in the workplace to turn their small change into big change. PFH is the UK's largest micro giving scheme for employees and pensioners. The scheme has raised over 280,000,000 pennies for 265 charities. Major employers offering the scheme include Barclays, HSBC, Cadbury Schweppes, Grant Thornton UK, Lloyds Pharmacy, LV=, TNT, WHSmith, many UK Councils and the largest UK employer the NHS.

My employer already offers 'payroll giving' so why offer something else?

- PFH is about working together to make a change and is a simple way to involve everyone in charitable giving beyond the boundaries of Payroll Giving. Everyone can be included and feel a part of the success because donations are less than £1. Most PFH members operate both Pennies from Heaven and Payroll Giving demonstrating their distinct appeal.
- Traditional Payroll Giving schemes are for individuals. They appeal to higher paid management level staff mainly because they ask for a high minimum monthly donation (£5-£10).
- Pennies from Heaven has five times the sign up rate of payroll giving*

Why should my employer offer this to staff and pensioners?

- Everyone likes to make a difference even when money is more scarce. PFH offers a way to join with colleagues and **collectively** raise significant money by each doing something small.
- **It is simple to set up.** Most major payroll systems are set up to run the scheme (ask us for details)
- **It is simple to communicate.** PFH provide tailored communications for you such as application forms, flyers, posters and website materials.
- **It is simple to join.** Complete a short form once. We are also able to offer a limited amount of employers online sign up for staff / pensioners via our website (ask us for details)

What I love about Pennies from Heaven is that it is the essence of many thousands of people doing something unnoticeably small and yet the outcome is really significant for the charities that are supported. It forms an important part of our community programme and our participation is something I remain very proud of." **Barnaby M Davis. Managing Director. Barclays UK Branch Network.**

What will it cost?

- PFH will agree a modest fee for its services – this can be either an annual direct charge (meaning 100% of donations are distributed to the chosen charities) or a small deduction from donations. All PFH donations are eligible for gift aid. This means that the charity, after reclaiming gift aid, will receive more than the original donation even when a fee is deducted from donations.
- Some of the services provided by PFH include distribution services, HMRC compliance, gift aid assistance, charity support management, best practice sharing and fundraising consultancy.