



Pennies from Heaven – Charity 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
- £2.5m 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 charities within 30 days
- **More employees joining** –56% increase in employees taking part in the last four years
- **Popular with staff** - three times more popular than payroll giving*
- 100% of donations via PFH are eligible for Gift Aid (subject to declaration)

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January Payslip

Mrs Penny Heaven

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

- Pennies from Heaven (PFH) is the UK's largest micro giving scheme for employees and pensioners. The scheme has raised over 250,000,000 pennies for over 265 charities. Major employers offering the scheme include Barclays, HSBC, Cadbury Schweppes, Lloyds Pharmacy, LV=, Palmer and Harvey, Skandia Life, TNT, Smiths News, WHSmith, many UK Councils and 145 Trusts from the largest UK employer the NHS.
- For too long, workplace giving has focussed on individual generosity with traditional schemes often only appealing to higher earners, resulting in limited employee participation. Pennies from Heaven offers a team based approach to workplace giving. Appealing to all staff, regardless of their earnings and delivers excellent participation rates.

How does it work?

- Individuals 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 all donations are eligible for gift aid.
- Each employer chooses one or more charities to which all staff and pensioners donate to – this can be any registered charity.
- Everyone gives a little but together the team makes a big difference to a charity that matters to them.



Through Pennies from Heaven we have raised over £56,000 and the annual donation is increasing year on year. It is a simple and efficient fundraising initiative we can offer our corporate partners and a fantastic way for employees to support us. Their pennies have turned into thousands of pounds for Macmillan supporting our work helping people affected by cancer.



Mary Ann Evans Hospice are delighted to have received £69,575 from Pennies from Heaven. It is a fabulous scheme and every suitable sized company should be involved and make a difference in the community.



Donations via Pennies from Heaven are important to us as it is a new income stream and yet is a simple low cost method for the donor. In these tough economic times the more varied the income streams we have the easier it is to maintain the level of service we provide to our children.

My corporates already use '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 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 three times the sign up rate of payroll giving*

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.**

Its only pennies – is it worth it?

- YES! Don’t be fooled - little pennies soon make pounds – potential donations (with gift aid):

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

What will it cost an employer or a charity?

- PFH will agree a modest fee for it’s 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.

Could our own staff join the scheme?

- Yes. Did you know that other UK charities are raising new funds by asking their own staff to donate to their charity via Pennies from Heaven. Mencap raise over £1000 a month from PFH.

“Pennies from Heaven is one of the easiest ways for staff to raise vital funds so we can continue to support people with learning disabilities in the UK. Our staff already give us lots of their time above and beyond the call of duty, but they are truly committed and passionate about our work and donating their 'spare' payslip pennies is another, great way to contribute to our cause.” **Ellie Gray, Director of Fundraising and Development. Mencap**

How can I get more information?

- www.penniesfromheaven.co.uk / www.facebook.com/penniesfromheavenscheme
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