



in the NHS



Guidebook

July 2011

"...getting everyone in the UK giving their pennies to charity..."

www.penniesfromheaven.co.uk

This guidebook provides a more detailed overview of what Pennies from Heaven is and how your Organisation can set up and run the scheme.

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1. Pennies from Heaven and the NHS

- ❖ **Did you know that if all of us in the NHS gave the spare pennies from our payslips £8.6m per year would be raised for charity?**
- ❖ The NHS Electronic Staff Record has been configured to allow NHS organisations to join the scheme. When your Trust is live on ESR you can offer this simple scheme to your employees.

2. What is Pennies from Heaven?

- ❖ Pennies from Heaven is an innovative coin collection scheme. It enables workers to donate spare pennies from their income to charity by rounding down net salaries of individuals who join the scheme, to the nearest pound with the spare pennies being donated to a nominated charity. The most anyone can give per payslip is £0.99.
- ❖ The Pennies from Heaven fundraising scheme has now raised more than a 150,000,000 pennies (£1.5million) to over 160 charities. More than 180 employers now allow their staff to participate.
- ❖ All donations are eligible for Gift Aid which means an additional 25% is added by the government.
- ❖ It is a scheme that is: simple to understand, simple to participate in, simple to administer, a very effective way to give and is open to all irrespective of salary level.
- ❖ Pennies from Heaven is motivated to get everyone giving their spare pennies to charity. If all UK employees and pensioners signed up over **£270m p.a.** would be raised for the charity sector.
- ❖ Employers include Allied Domecq, Aramark, Barclays Bank, Cambridgeshire County Council, Capital One, Credit Suisse First Boston, Darlington Borough Council, Herefordshire Council, HSBC, Huntingdonshire Council, Isle of Wight Council, Leicestershire Council, Lloyds Pharmacy, Morgan Stanley, Norwich Union, O2, Rotherham Metropolitan Borough Council, Southampton City Council, Virgin Group and Wiltshire Council.

3. How much could I raise?

- ❖ Participation rates are high. It has a current **average of 25%** with many employers achieving over 50%. One company achieved 70% penetration in the first 3 months alone!
- ❖ The average donation is £6.00 per year (£7.50 with Gift Aid) based on 1 payslip per month.
- ❖ On the next page is a table showing potential amounts raised depending on the number employees in each Organisation and the percentage of them signing up to the scheme. For example an Organisation employing 10,000 people with a 25% take up would raise £19,200 per year (with Gift Aid) for its nominated charity.

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No of employees	Take up rate / amount raised <u>per year</u> (with Gift Aid)*		
	25%	50%	100%
1,000	£1,875	£3,750	£7,500
2,500	£4,688	£9,375	£18,750
5,000	£9,375	£18,750	£37,500
7,500	£14,063	£28,125	£56,250
10,000	£18,750	£37,500	£75,000
12,500	£23,438	£46,875	£93,750
15,000	£28,125	£56,250	£112,500

* Based on 12 payslips per employee per year

4. Benefits of Pennies from Heaven

- ❖ Supporting charities makes us all feel good. Individuals like to be offered the opportunity to give by their employers and collectively feel that they are making a real difference.

Benefits for Organisations:

- ❖ **Raise significant amount of money** – as seen above pennies do add up!
- ❖ **Mass appeal and participation** - many people find it difficult to budget the pounds but not the pence hence Pennies from Heaven appeals to everyone on all salary levels.
- ❖ **Easy to do - ESR is configured to run the scheme**. Pennies from Heaven will provide customised artwork and application forms, marketing and branding, and distribute donations to the nominated charity.
- ❖ **Implementation of a proven product** – Pennies from Heaven is proven to work.
- ❖ **Simplicity and 'stickiness'** of scheme - Pennies from Heaven is simple to communicate, understand and stay signed up to (no one has ever withdrawn from the scheme once signed up!)
- ❖ **PR** – Pennies from Heaven is a simple scheme that gets high take up and raises high amounts for charity thus providing a strong public relations message.

Benefits for staff:

- ❖ Offers the **satisfaction** of 'giving back' to society.
- ❖ **Easy** way to donate small amounts of money to good causes.
- ❖ The most **tax efficient** way to give to charity.
- ❖ **Simple** to sign up to and affordable to all.

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- ❖ **No ongoing effort** – once set up, pennies are automatically deducted every month.

5. How will it look on ESR payslips?

- ❖ The donation made by the individual will automatically appear on their payslip listed under Deductions as Pennies from Heaven.

Deductions

Your total earnings will be assessed each period and any resulting **statutory** and/or voluntary recoveries are shown here. This example shows a deduction made for entry into the Staff Lottery and the Pennies from Heaven deduction of 52p.

Net Pay

The Pennies from Heaven deduction rounds your net salary to the nearest pound.

EMPLOYEE NUMBER 12345678		EMPLOYEE NAME MR A N OTHER			LOCATION DGH		
DEPARTMENT CHERRY WARD		JOB TITLE Nurses Band 5 - Cherry Ward			PAYSCALE DESCRIPTION Review Body Band 5		
NHS Example Payslip	SAL/WAGE 23208.00		INC.DATE 01 OCT 2005		CONTRACT NRS 19		PT SAL/WAGE 11758.72
	TAX OFFICE NAME HM Collector		TAX OFFICE REF		TAX CODE 496L CUMUL		NI NUMBER AB123456T
PAY AND ALLOWANCE (- = MINUS AMOUNT)				DEDUCTIONS (R INDICATES REFUND)			
DESCRIPTION	WKD/EARNED	PAID/DUE	RATE	AMOUNT	DESCRIPTION	AMOUNT	BALANCE C/F
Basic Pay	86.06	86.06	11.8689	1021.43	PAYE	201.52	
Basic Pay Arrs				232.48	NI D	103.40	
Bank Holiday EN Arrs				3.27	Pension	91.01	
Night Duty EN	49.50	14.85	11.8689	176.25	Car Park VAT	0.65	
Night Duty EN Arrs				8.34	Car Parking	3.69	
Saturday EN Arrs				9.42	Staff Lottery	1.00	
Sunday EN Arrs				18.57	Pennies From Heaven	0.52	
Unsocial EN	4.50	1.35	11.8689	16.02			
Unsocial EN Arrs				2.73			
WTD Pay				26.81			
OSP Average Pay Arrs				1.47			
Year to date balances (This employment only)				This Payslip Summary			
GROSS PAY 7638.84				PENSIONABLE PAY 1516.79		TAXABLE PAY 1425.78	
TAXABLE PAY 7180.50 TAX PAID 907.50				TAX PERIOD 6		NON-TAXABLE PAY 0.00	
NI LETTER D		NI PAY 7638.84		FREQUENCY Monthly		TOTAL PAYMENTS 1516.79	
		NI CONTS 482.96		PERIOD END DATE 30 SEP 2005		TOTAL DEDUCTIONS 401.79	
PENSIONABLE PAY 7638.84		PENSION CONTS 458.34		PAY DATE 23 SEP 2005		NET PAY 1115.00	
SD REF NUMBER				PAY METHOD BACS			

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6. Setting up the scheme – 10 simple steps

1	Contact Pennies from Heaven
2	Allocate coordinator
3	View arrangement
4	Choose your charity
5	Brief payroll teams on role
6	Choose communications approach
7	Launch scheme
8	Flag participants
9	Collect pennies / charities paid
10	Gift Aid reports

1. Contact Pennies from Heaven

- ❖ If you would like to run the scheme or would like further information contact Anthony Law at Pennies from Heaven on 01485 210698 / a.law@penniesfromheaven.co.uk

2. Allocate coordinator

- ❖ Following your agreement to run the scheme it is essential you nominate a coordinator who will work with Pennies from Heaven to set up and launch the scheme. This person will act as a contact point for Pennies from Heaven and coordinate the activities in the Organisation.

3. View arrangement

- ❖ Pennies from Heaven have a simple arrangement which describes how the scheme works, the service provided by 'Pennies from Heaven' and the action required from NHS organisations to successfully run it. The ESR team have had the Arrangement reviewed by Department of Health lawyers to help you with this step.

4. Choose your charity

- ❖ Each Organisation must choose one benefiting charity which can be changed annually. For example, this might be a national charity or perhaps your local hospice. Organisations with smaller numbers of employees may wish to consider nominating a charity with a neighbouring Organisation to boost donations the charity receives.

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- ❖ Organisations may wish to consider polling staff when choosing their charity to increase staff involvement and buy-in and we suggest there is consultation with the staff council on this matter. In the first year polling should be simple and time boxed to allow the pennies to be collected as early as possible.

5. Brief payroll teams on role

- ❖ ESR has already been configured to run Pennies from Heaven. The set-up process and administration has been automated to make it simple for you to do. The following describes the key role of the payroll team and further detail can be found in the sections below.

1. Flag the Pennies from Heaven (PFH) participant on ESR	Applications are sent to Payroll where manual input is done only once into ESR. ESR will recognise the element name 'Charitable reductions NHS' and switch on the scheme for that participant.
2. Display the donation made on participants payslips	This is done automatically by ESR.
3. Transfer donations monthly to PFH	This will be set up as part of the Finance departments local ledger feed. Monthly, a deduction schedule will be reconciled to the ledger and one electronic payment made to Pennies from Heaven.
4. Store the participants application form	For gift aid purposes a record of the signed consent form will need to be stored for 6 years.
5. Store participant donation records and produce an annual gift aid report	A separate report entitled Pennies from Heaven will be made available before the current financial year end to meet this requirement. The trust will then store this on their local server. This is done so that the charity can claim an additional 25% of the funds donated from the government.

6. Choose communications approach

- ❖ Pennies from Heaven will provide the following communications to you:
 - A tailor made poster (with your nominated charities logo) that you can copy and distribute.
 - A tailor made application form (with your nominated charity's logo and gift aid approved wording) that you can copy and distribute.
 - Website material that can be loaded onto your local NHS webpage. This will contain an electronic application form that can be downloaded by staff.
 - ESR can generate payslip messages to all your staff so you can tell them about the scheme and provide updates on funds raised.
 - A publicity flyer which can be copied and distributed.
- ❖ Communicating about the scheme before launch is a good way of getting people interested and means that they recognise launch activities when they happen. Pennies from Heaven should be included in induction information for new staff.

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- ❖ Best practice advice on how and when to communication the scheme will be provided nearer launch.

7. Launch scheme

- ❖ Employees will sign up manually using a paper based application form. Downloadable forms can be made available from your local NHS website.

8. Flag participants

- ❖ Applications are sent to Payroll where manual input is done only once into ESR.
- ❖ People will sign up to Pennies from Heaven via paper applications. These applications will be sent to you for input. Participants will need to be flagged on ESR in order for the pennies to be deducted from their pay.
- ❖ The input is made via the element entries screen on ESR. The element name of 'Charitable reductions NHS' is entered and saved (once 'Charit' is typed the system will bring back the right element.)

9. Collect pennies / charities paid

- ❖ The Finance department will need to set up a relevant contra code for this element as part of their local ledger feed. Each month the trust will run off a Deduction schedule to determine the amounts deducted from the Payroll. This will be reconciled to the Ledger feed and the trust will make one electronic payment to Pennies from Heaven who will pay the charity in accordance with instructions.
- ❖ The deduction will automatically be shown on participants' payslips.
- ❖ Each calendar quarter PFH Distribution will provide you with an audit trail setting out the total sums received and distributed to your chosen charity with the relative dates.

10. Gift Aid reports

- ❖ Each Organisation must produce annually (or on dates to be agreed) an electronic gift aid report showing the accumulated sum donated by each individual and their names / staff number from ESR. This is done so that the charity can claim an additional 25% of the funds donated from the government.
- ❖ A separate report entitled Pennies from Heaven will be made available before the current financial year end to meet this requirement. The trust will then store this on their local server for 6 years.

7. The role of Pennies from Heaven

- ❖ Pennies from Heaven make it easy for Organisations to set up and run the scheme. Specifically it's role is to:
 - Provide the license and branding for the scheme.
 - Act as a support centre for Organisations before, during and after launch.

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- Provide a project manager to work with each Organisation to plan and oversee implementation to ensure a smooth and simple roll out.
- Provide best practice tips and advice to maximise buy-in from staff.
- Provide a tailored marketing and communications pack for each Organisation. This will include tailored poster and application form templates showing your charity's logo which you will be able to copy for your internal communications.
- A downloadable flyer to use for internal promotion of the scheme.
- Website materials for your local NHS site including a downloadable application form.
- Ensure all materials and communication are Gift Aid compliant.
- Distribute donations to the charity in accordance with local instructions. This includes providing each charity with an audit trail for the reclaim of Gift Aid from the Inland Revenue.
- Provide quarterly reports to each Organisation on donations raised to date and confirmation of payments made to the nominated charity.

8. Costs

- ❖ The key set up costs have already been incurred. These include ESR functionality to run the scheme and legal review of the Arrangement. There should therefore be minimal set-up cost to NHS organisations.
- ❖ There is **no ongoing charge** to the Organisation, or the ESR central team, for managing Pennies from Heaven, the administration charge is deducted at source. This deduction is 7% of funds donated which works out an average of just 42p per employee per year (based on 12 payslips).
- ❖ Remember that **all** donations are eligible for gift aid which means that for every £1 donated the charity, after reclaiming gift aid, receives £1.16 after the 7% fee is deducted. Following gift aid reclaim, **the charity will therefore receive more than the employee's original donation.**
- ❖ Each Organisation will also need to produce communications (using Pennies from Heaven designed tailored poster / application templates) and flag participants on ESR.

9. Questions and answers

- ❖ **Which charities benefit from the money raised?**
 - Each Organisation chooses one benefiting charity that can be changed annually. For example, you may wish to nominate a national charity or your local hospice.

❖ **How is the charity chosen?**

- This is up to each Organisation. We suggest there is consultation with the staff council on this matter. Options can be discussed when your Organisation joins the scheme.

❖ **What if I want to choose more than one charity?**

- In order to keep the scheme simple and manage the administration costs each Organisation must choose one charity only. This charity can be changed annually meaning beneficiaries can be varied.

❖ **How does an NHS employee sign up?**

- After your ESR 'go live' date your Organisation will be offered the opportunity to run Pennies from Heaven. Following their agreement, application forms will then be available on your local internet site and paper forms distributed locally. You can find out your ESR 'go live' date on the ESR website.

❖ **What is gift aid and how do I contribute?**

- All donations made through Pennies from Heaven are eligible for gift aid. This means that a further 25% is added by the government. So for every £1 donated the government adds an additional 25p.

❖ **How much of the money donated go to the charity?**

- There is a small deduction is of 7% of funds donated to pay for the administration of the scheme - this works out an average of just 42p per employee per year. Remember that all donations are eligible for gift aid which means that for every £1 donated the charity, after reclaiming gift aid, receives £1.16 after the 7% fee is deducted. Following gift aid reclaim, **the charity will therefore receive more than the employee's original donation.**

❖ **Can I join Pennies from Heaven for my monthly pay but not my weekly pay (or vice versa)?**

- Pennies from Heaven deducts just the pennies from every payslip and in order to keep the scheme simple you can not choose which payslip it is deducted from (if you are paid more than once a month). Remember we are only talking about pennies, not significant sums.

❖ **Can I give more than my pennies?**

- The scheme is designed just to collect the pennies from your payslip. If you wish to donate more than this there are other options available to you. You will need to talk to your Organisation about this.

❖ **How do I exit the scheme?**

- You can cancel the scheme at any point should you no longer wish to donate your pennies by informing your payroll department. A full cancellation process will be made available once your Organisation launches the scheme.

❖ **If a member of staff signs up to the scheme and then moves to a new role within the NHS - what happens to their donations?**

- This depends on where you move. If you move to an Organisation that has not yet implemented ESR or has decided not to offer the scheme then you will no longer be able to contribute your pennies until your new Organisation can or does join up. If you move to an Organisation that is running the scheme then

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you will need to complete a registration form in your new Organisation so that your pennies continue to be deducted. Your pennies will then be distributed to the charity chosen by your new Organisation.

❖ **Will there be a cost for each Organisation to run the scheme?**

- No. There will be **no charge** to the Organisation, or the NHS, for running the scheme, the charge is deducted at source. This deduction is 7% of funds donated which works out an average of just 42p per employee per year.

❖ **Will it involve a lot of administration for the Organisation to run the scheme?**

- No, ESR and Pennies from Heaven do most of the work for you. All an Organisation needs to do is choose a charity, communicate to staff using tailored communications provided by Pennies from Heaven and flag participating employees only once on ESR. PFH will then pay the charity and provide gift aid trails on your behalf.

❖ **My Organisation employs less than 500 people – can I still run the scheme?**

- Of course, Pennies from Heaven is designed to work in all sized Organisations. If you want to increase funds raised you may wish to consider working with a neighbouring Organisation and donate to the same charity.

❖ **What if I have weekly paid staff, will they contribute every week?**

- ESR has been designed to deduct the spare pennies from every payslip so weekly paid staff will contribute every week. Again, remember we are only talking about pennies, not significant sums.

❖ **How often will payments be made to the charities?**

- Each Organisation will transfer funds raised to Pennies from Heaven Distribution (PFHD) every month. PFHD will then make payments in arrears, every 60 days, to the charities. The delay in payment is to ensure that the level of donations is significant. PFHD is a “not for profit entity” and any interest accrued goes towards the costs of administering the company.

❖ **What if only a small number of staff sign up?**

- Pennies from Heaven has many years experience of working with employers so we will provide each Organisation with proven communications templates to ensure a high sign up rate. The Pennies from Heaven team can also advise you on marketing of the scheme at any time.

❖ **Will it mean a lot of legal expense for each Organisation when signing up to the scheme?**

- No. The ESR team have had the Arrangement reviewed by Department of Health lawyers. The Arrangement details the service to be delivered by Pennies from Heaven, and the action required from NHS organisations in order to successfully manage the scheme.

10. Local website page example

- ❖ It is recommended that Organisations create a Pennies from Heaven page as part of their local internet site. Pennies from Heaven will provide participating Organisations with internet page design, text and graphics to simplify this process. A downloadable application form will be made available to Organisations for staff sign up. An illustration of how this might look is given below:




Illustration only

Pennies from Heaven
Strategic Health Authority



Pennies from Heaven Section:

- [Overview of Scheme](#)
- [Downloadable Application Form](#)




Do you know how many pennies were on your last payslip?
Why not pledge them to Marie Curie Cancer Care.

£8.6m per year would be raised for charity if all of us in the NHS donated the spare pennies from our payslips. Your Pennies would make a real difference. Please sign up today.

What is Pennies from Heaven?

- ✓ Quite simply, your net salary is rounded down to the nearest pound with the spare pennies donated to charity.
- ✓ Pennies from Heaven Strategic Health Authority has chosen to donate its Pennies from Heaven to Marie Curie Cancer Care. The charity was chosen by the staff council and will be reviewed in September 2007
- ✓ **The most you can give per payslip is £0.99.**
- ✓ All donations are eligible for gift aid which means an additional 28% is added by the government.
- ✓ All you have to do is complete the [application form](#), return it and the extra few pennies will be automatically deducted on your payslip.
- ✓ It is a simple, tax efficient and regular way for you to participate in charitable giving.

Before

Gross Pay	Total Deductions	Net Pay
£2,228.50	£779.97	£1,448.53

After

Gross Pay	Total Deductions	Net Pay
£2,228.50	£780.44	£1,448.00

Marie Curie Cancer



- Marie Curie Cancer Care provides high quality nursing, totally free, to give terminally ill people the choice of dying at home supported by their families. Please see <http://www.mariecurie.org.uk/> for more information.

How do I sign up?


- [Click here](#) to download an application form. All you need to do is complete and return!
- For more information on the Pennies from Heaven scheme and a full list of questions and answers please go to www.penniesfromheaven.co.uk/nhsf.html

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11. Poster example

- ❖ Pennies from Heaven will design a poster for you similar to the one below. An application form with gift aid eligible wording will also be provided.

pennies from heaven  **working with** 


Your Pennies would make a real difference.

Did you know that if all of us in the NHS gave the spare pennies from our payslips we would raise **£8.6m per year** for charity?

Pennies from Heaven allows you to donate the spare pennies from your pay.

If your net pay was £100.34 then 34p would be donated to charity.

The most you can ever give per payslip is **£0.99. SIMPLE.**



To sign up to Pennies from Heaven or for more information please see your local internet site or contact a member of your communications team on 01234 567890

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www.penniesfromheaven.co.uk

12. Contact details

- ❖ For further information please contact: contact Anthony Law at Pennies from Heaven on 01485 210698 / a.law@penniesfromheaven.co.uk