



18 MARCH 2013

## PENNIES FROM HEAVEN 2013 AWARDS

### INNOVATIVE SCHEME BUCKING TRENDS IN CHARITABLE GIVING IN THE WORKPLACE

Pennies from Heaven ("PFH"), the UK's fastest growing micro giving scheme for employees and pensioners, is pleased to announce the winners of its 2013 Awards programme with Gold Award winners including B Braun Medical Limited, Bank of England and Barclays Bank plc (top three performers) to name a few.

For too long, traditional workplace giving has focussed on individual generosity. PFH are delighted to work with over 220 UK organisations who recognise the opportunity to encourage a team approach to charitable giving. Through this unique, yet simple scheme, employees can choose to donate the pennies from their net monthly salaries to collectively raise pounds, donated to the charity(ies) of the organisations choice. Earn £850.34 net pay and 34p will be given to charity.

Despite a challenging macroeconomic environment and the pressures this can put on charitable donations, the PFH scheme has raised over £2.1million for over 192 charities since its establishment in 1999 and is seeing year on year growth in donations (56% increase 2009-2012). More organisations are joining the scheme (70% increase 2009-2012) and what with take up rates over three times that of Payroll Giving it's no wonder the scheme is catching the eye of employers and charities alike.

The PFH annual awards celebrate employers and employees who have demonstrated commendable commitment and generosity. Bronze medals are awarded to employers with more than 10% of staff participating in the scheme, Silver to those with over 15% and Gold to those with more than 20%.

***A full list of the 2013 Award Winners and a selection of comments in response to their Awards are listed overleaf.***

**Commenting on the Awards, Kate Frost, Director of Pennies from Heaven said:**

"We would like to congratulate all the Award winners for their dedication and commitment to the scheme over the year and their success in encouraging their colleagues to donate their pennies.

Despite concerns in the media that charitable giving will suffer in a tougher economic climate, we are particularly pleased to see that this year, 23% more employers have won a Gold Award, where more than 20% of staff are taking part in the scheme.

These Awards are testament to the success of the PFH scheme in encouraging employers to collectively give a lot, by each giving a little. We continue to work with new companies, introducing Pennies from Heaven as an innovative way to improve their charitable involvement in the workplace beyond traditional payroll giving schemes.

We want to say thank you to all our members and hope that these Awards inspire even more organisations, staff and pensioners to join us in the future."

#### PENNIES FROM HEAVEN

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## **2013 AWARD WINNERS**

### **GOLD WINNERS (Alphabetical order)**

- B Braun Medical Limited
- Bank of England
- Barclays Bank plc
- Capital One Bank (Europe) plc
- Groupama UK Services Ltd
- HostelBookers.com Ltd
- Kent Primary Care Agency
- Lifetime Limited
- Liverpool Womens NHS Foundation Trust
- LV=
- Motor Insurers' Bureau
- Shoosmiths Services Limited
- Simplyhealth
- VocaLink Limited
- Warwickshire County Council

### **SILVER WINNERS (Alphabetical order)**

- Mencap
- Molins UK Pension Fund Trustee Limited

### **BRONZE WINNERS (Alphabetical order)**

- Airedale NHS Foundation Trust
- East Dorset District Council
- HSBC Bank plc
- West Bromwich Building Society

## **Comments from Award Winners**

### **B Braun Medical**

"We have been successfully running the Pennies from Heaven scheme for a number of years. The great thing about the scheme is it's simplicity and that we all together collectively raise substantial amounts of money to provide much needed support to those who are in real need and are not as fortunate as ourselves."

**Hans Hux, Chief Executive Officer**

"The Pennies from Heaven Scheme has been embraced by all business areas and at all levels within our organisation. The Charities who benefit from the scheme are chosen by the employees and the personal association has resulted in a significant uptake of those wishing to make a difference."

**Lisa Burns, Human Resources Manager**

### **Barclays Bank**

"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."

**Barnaby M Davis, Managing Director, Barclays UK Branch Network**

### **HostelBookers.com**

"Hostelbookers set up Pennies from Heaven in September 2011. It is a great scheme as it allows our staff to donate to a charity they care about with no hassle at all! The pennies are simply deducted from their monthly salary, which is easy and stress free to administrate!"

**Anne-Laure Dondina, Human Resources Manager**

### **LV=**

"The Pennies from Heaven scheme is really easy to administer and a great way to complement our community charity support – the pennies really do add up."

### **Motor Insurers' Bureau**

"At the Motor Insurers' Bureau we are committed to supporting communities, and Pennies from Heaven provides businesses with an effective way to do just that. We are very proud that almost 50% of our employees have signed up to donate their odd pennies each month. By giving our people the opportunity to pull together and regularly support our chosen charity, Pennies from Heaven has helped make us all feel part of something really meaningful."

**Ashton West, Chief Executive of the Motor Insurers' Bureau**

### **Shoosmiths**

"We joined Pennies from Heaven in June 2007. Our corporate charity partners are always delighted to benefit from the scheme and because it is so easy to operate we use lots of opportunities to promote the initiative to colleagues. These range from explaining how it works during new starter inductions to highlighting the number of supporters and therefore how much has been raised when we provide CR progress reports at firm wide business briefings. Pennies from Heaven complements other ways in which we help colleagues who want to donate to charity."

**Nicola Ellen, Corporate Responsibility Director**

**Warwickshire County Council**

“Warwickshire County Council have been operating Pennies from Heaven since late 2006 and I am delighted to say that the ongoing support given to it by both staff and pensioners of the council have meant that very substantial sums of money have been donated to our two chosen charities over the years. It is simple to understand, simple to join in and administer as well as a great example how collectively those odd pennies given by lots of colleagues makes a big difference. We are delighted to receive a gold award for the 2<sup>nd</sup> year in a row and hope the scheme will continue to grow from strength to strength.”

**Jim Graham, Chief Executive, Warwickshire County Council**

**VocaLink**

‘VocaLink recognise the importance of supporting charitable causes, so we offer our employees a convenient way of donating to charity through their payroll. Pennies from Heaven and Payroll Giving are very popular schemes at VocaLink. We have over 50% of our employees donating the pennies from their salary every month. Those that want to donate more or be more specific about where their donation is going, sign up to Payroll Giving.’

**Debbie Lombard, Director of Human Resources and Organisational Development Director, VocaLink**