



## **Pennies from Heaven in the NHS – A Progress Report**

**March 2009**

### **Foreword**

“It is now 2 years since the First NHS organisation launched Pennies from Heaven and we are delighted at both the overall interest in the scheme in the NHS and with the support provided by the ESR Central Team during its roll out. More than 80 NHS organisations are now participating in the scheme, donating regularly to over 60 charities. A further 54 organisations are planning implementation and many more are considering the scheme.

This is an excellent start and we look forward to increasing participation as more organisations join the scheme. Overall, the scheme gives NHS staff the opportunity to raise substantial sums each year for their chosen good cause. Regular giving with ‘Pennies from Heaven makes a real difference to the many charities supported.”

A handwritten signature in blue ink, appearing to read 'J. Hough', is centered on a light green rectangular background.

**John Hough, Chairman of Pennies from Heaven**

A handwritten signature in black ink, appearing to read 'S. Willcock', is centered on the page.

**Dr Simon Willcock  
ESR Programme Director**

## Introduction

Pennies from Heaven is the innovative coin collection scheme being introduced to all NHS trusts in England and Wales. All Trusts have now been contacted about the scheme. The purpose of this report is to provide an overview of progress in rolling out the scheme and to share some successes.

Pennies from Heaven works 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 chosen by the organisation. It is simple to set up and run the scheme and the most anyone can give per payslip is £0.99, or £11.88 per year for monthly paid staff.

The NHS Electronic Staff Record has been configured to allow NHS organisations to easily offer the scheme to their staff.

The potential is enormous - if all employees in the NHS gave the spare pennies from their payslips, £8.6m<sup>1</sup> per year would be raised for charity.

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<sup>1</sup> Based on 2006 data of 1.2m NHS employees. 100% participation and average donation of 50p per month with 28% gift aid. Total annual donations = £8,606,000.

## What is Pennies from Heaven?

The scheme was launched in 1999 and to date over 90,000,000 pennies have been distributed to more than 100 charities. In addition to 100 NHS Organisations currently running the scheme, there are over 40 other major employers involved. These range from our 'founder member' Barclays Bank PLC, starting the scheme in mid 2000 to numerous local authorities throughout the UK. Some 40,000 people give their pennies via the scheme each month and total donations are growing with an increase of 39% in 2008.

Donations are tax efficient. Gift Aid adds an extra 28% to tax payers' donations which can be reclaimed by the benefiting charities.

Pennies from Heaven is regarded increasingly by employers as an integral part of their Corporate Social Responsibility (CSR) Strategy.

## NHS participation to date

As at 21<sup>st</sup> January 2009 over 134 NHS Organisations have introduced or are about to launch Pennies from Heaven. As a result over 408,000 NHS staff are now able to sign up to donate their pennies.

Once a scheme is established, Pennies from Heaven aims for an average sign up of 25% of the workforce. Notable Trusts to date are<sup>2</sup> Kent Primary Care Agency (28% participation), East Sussex Downs & Weald PCT (19%), Airedale NHS Trust (15%), Bexley Care Trust (13%) and Hounslow PCT (13%).

### Some of the Trusts offering the scheme are:

Abertawe Bro Morgannwg University NHS Trust  
Airedale NHS Trust  
Bexley Care Trust  
Birmingham Women's Health Care NHS Trust  
Blackpool Fylde & Wyre Hospital NHS Trust  
Blackpool PCT  
Bradford & Airedale Teaching PCT  
Bradford District Care Trust  
Bradford Teaching Hospitals NHS Foundation Trust  
Bromley PCT  
Central Lancashire PCT  
Central Manchester & Manchester Children's University Hospitals NHS Trust  
Derby Hospitals NHS Foundation Trust  
Derbyshire County PCT  
Derbyshire Mental Health Services NHS Trust  
Dudley PCT  
Ealing PCT  
East Sussex Downs & Weald PCT  
East Sussex Hospitals  
Greater Manchester West Mental Health NHS Foundation Trust  
Halton & St Helens PCT  
Harrow PCT  
Hartlepool PCT

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<sup>2</sup> As of 21<sup>st</sup> December 2008

Hastings & Rother PCT  
Heart of England NHS Foundation Trust  
Hertfordshire Partnership NHS Foundation Trust  
Hillingdon PCT  
Hinchingbrooke Health Care NHS Trust  
Hounslow PCT  
Humber Mental Health NHS Trust  
Kent Primary Care Agency  
King's College Hospital NHS Trust  
Leeds Partnerships NHS Foundation Trust  
Leeds Teaching Hospitals NHS Trust  
Leicester City PCT  
London NHS  
Mid Cheshire Hospitals  
Middlesbrough PCT  
Norfolk and Norwich University Hospital NHS Trust  
Norfolk and Waveney Mental Health Partnership NHS Trust  
North East Ambulance Service NHS Trust  
North East SHA  
North West Ambulance Service NHS Trust  
North West Wales NHS Trust  
Plymouth Hospitals NHS Trust  
Plymouth Teaching PCT  
Powys Teaching LHB  
Queen Victoria Hospital NHS Foundation Trust  
Redcar & Cleveland PCT  
Royal United Hospital Bath NHS Trust  
Salford PCT  
Shropshire County PCT  
South Birmingham PCT  
South Western Ambulance Service NHS Trust  
Southwark PCT  
Stockport NHS Foundation Trust  
Stockton on Tees Teaching PCT  
Surrey and Borders Partnership NHS Trust  
Tameside & Glossop PCT  
Taunton & Somerset NHS Trust  
Telford and Wrekin PCT  
The Royal Orthopedic Hospital NHS Foundation Trust  
Torbay NHS Care Trust  
University Hospitals Bristol NHS Foundation Trust  
Waltham Forest PCT  
Warwickshire PCT  
West Hertfordshire Hospitals NHS Trust  
West Middlesex University Hospital NHS Trust  
West Midlands SHA  
Westminster PCT

The charities benefiting from the scheme so far are:

Acorn's Children's Hospice  
Action Zambia  
Age Concern England  
Alzheimer's Society  
Ambulance Service Benevolent Fund  
Baby Beat

Birmingham Women's NHS charity (Neo Natal Appeal)  
Born in Bradford  
Bradford Cancer Support  
Bradford People First  
Brian House Children's Hospice  
Butterwick Hospice  
Childline  
CLIC Sargent  
Contact the Elderly  
CRUK  
Demelza House  
Derby Hospitals Charity  
Diana Endowment  
Dorset & Somerset Air Ambulance  
Dove House Hospice  
East Anglia Air Ambulance  
East Anglia's Children's Hospices (EACH)  
Fairplay  
Forever Friends  
Great North Air Ambulance Service  
Greenwich & Bexley Cottage Hospice  
Harlington Hospice  
Haven House Foundation  
Heart of England NHS Foundation Trust Donated funds  
Heart of Kent Hospice  
Herts. Air Ambulance  
Hospice at Home  
Hounslow Toy Library  
ISUBILO  
King's College Hospital Charity  
LOROS  
Macmillan Cancer Support  
Mbara Link Project  
Metro Radio Kids  
NorthWest Air Ambulance  
OPT IN  
Rainbows Children's Hospice  
RNLI  
ROHBOTS  
Shropshire Air Ambulance  
Sierra Leone project  
St Luke's Hospice  
St Oswalds  
St. Michael's Hospice  
St. Wilfrid's Hospice  
Stockport Zaria Health Link  
Sue Ryder Care  
The Ear Trust  
The New Children's Hospital Appeal  
The Stork Appeal  
The Stroke Association  
Wales Air Ambulance  
West Anglia Crossroads Young Carers Project  
White Lodge Centre  
Willowbrook Hospice

### Money raised to date

As at 21st January 2009 £23,912 has been raised in the NHS for over 60 charities. The average monthly amount generated from the NHS is approximately £2,300. This monthly figure is rising and between October 2008 and January 2009 there was a 22% increase in monthly donations.

### Realising the potential

Given the size of the NHS, there is huge potential for fund-raising with Pennies from Heaven. (If all NHS staff participated over £700,000<sup>3</sup> would be raised per month.) Increasing participation is now the focus of Pennies from Heaven. On average about 4% of staff are donating their monthly pennies. We believe this could be improved by:

- Board level support and ownership for the success of the scheme, this does make a real difference.
- Clear, consistent and regular communication to staff about scheme progress and achievements
- Making it easy for staff to sign up to scheme, providing easy access to forms or on-line sign up.

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<sup>3</sup> Based on 2006 data of 1.2m NHS employees. 100% participation and average donation of 50p per month with 28% gift aid. Total monthly donations = £717,000.

## Airedale 15% staff sign up in first month.

In March 2008 over 15% of staff at Airedale NHS Trust signed up to donate their pennies to the local Sue Ryder Manorland's Hospice via their newly launched Pennies from Heaven scheme.

Roger Pollard, Director of Corporate Social Responsibility (CSR) for the Trust, was delighted with this start and encouraged as many staff as possible to support the scheme over the next few months. "We all thought the scheme was a great way to involve the Trust and staff in raising funds for worthwhile local causes. With the help of Pennies from Heaven this was easy to set up."

### Reasons for success

When asked how this was achieved, Roger cited the following factors:

- Strong backing from the Trust board, management team & staff forum with an ongoing commitment to maximise participation.
- Use a variety of communications (magazine/ staff briefing/leaflet with payslips/posters) to inform staff & keep them advised as to progress.
- Running a launch event presented by the Chief Executive.
- Making it easy for staff to access forms - via the HR team, on payslips and the intranet.
- Setting a benchmark to achieve a minimum of 10% initial take up.
- Involving their charity in the launch event.
- Using the local press, publicising the charity with a photocall.
- Including application forms in induction packs for new staff.

## Background

### **Pennies from Heaven and the NHS**

Initial discussions with senior management in the Department of Health began in 2001. At the time, the NHS Electronic Staff Record was in the early stages of development.

It was agreed that PFH would work with the ESR Programme Director and Management Team to plan the introduction of the functionality to run the scheme within ESR.

The functionality to enable NHS organisations to offer PFH to their staff was built into an ESR release in 2006 and it was agreed that Organisations would be contacted three months after 'go live' on ESR, inviting them to join the scheme. The initial letters to wave 1 organisations were sent in September 2006 and Norfolk & Norwich University Hospital Trust was the first NHS organisation to introduce the scheme in January 2007.

### **Introducing Pennies from Heaven in the NHS**

Following the agreement in principle with the Department of Health to introduce the scheme to NHS Organisations, Pennies from Heaven together with the ESR Central Team created a small working group to plan the rollout.

This included:

1. Configuring ESR to handle the deduction with the minimum amount of administration by each organisation.
2. Agreeing the process for introducing the scheme to NHS organisations.
3. Creating guidance information about the scheme for NHS organisations, which included a flyer, guidebook, launch pack and a dedicated web page on the Pennies from Heaven website: [www.penniesfromheaven.co.uk](http://www.penniesfromheaven.co.uk)
4. Agreeing a reporting process to the ESR Central Team for monitoring purposes.

### **Launching Pennies from Heaven in an NHS Organisation**

While each NHS Organisation will manage the introduction of the scheme in their own way, these are the steps that are normally taken:

1. Board and management agree in principle to introduce the scheme.
2. Consultation with staff side representatives/Social Partnership Forum on introducing the scheme.
3. Designate Board responsibility for ongoing monitoring and reporting.
4. Appoint a coordinator to work closely with PFH during the implementation & running of the scheme.
5. Discuss the payroll implications and any timing issues with local ESR Account Manager.
6. Consult with staff to choose the charity to benefit. This could include asking staff for nominations and setting up a voting system.

7. When the charity is known, PFH will provide artwork materials for communicating with staff including application forms. A communications plan is normally agreed internally.
8. Launch the scheme in conjunction with the chosen charity.
9. Collect and transfer donations monthly to PFH by BACS.
10. PFH distribute donations monthly to the chosen charity and each calendar quarter provide the Organisation with an audit trail of donations.

During this process PFH provides ongoing assistance with guidance including a payroll guide, launch pack and best practice as used by other organisations. The PFH team is also a contact point for advice and further questions.

## How to maximise your participation

There is no single approach to achieve this; however the following actions have shown results both in the NHS and in many other employing organisations running the scheme:

- **Senior management sponsorship** – Absolutely key to success. Designate board level responsibility for the success of the scheme. In many cases this is the person responsible for CSR activities within the Organisation.
- **Local champions** – simply asking representatives from each employment area to champion the scheme can have a large impact on sign up. Make success and reporting a part of their objectives.
- **Set goals** - Agree and set targets for participation both at launch and ongoing (Airedale NHS set a 10% target at launch and in fact achieved 15%!).
- **Monitor regularly** - report back to the board regularly. Include sign up rates and amounts raised in regular board meetings to track and improve progress.
- **Communicate results** – report regularly to staff and staffside representatives, ensuring the scheme has a high profile. Regular reports in Chairman’s bulletins also works well.
- **Include within CSR strategy of the Organisation** – Increasingly organizations are working to make a positive impact within their community. Pennies from Heaven gives an opportunity to provide regular support to local and other good causes.
- **Consult closely with staff on charity choice.** – Pennies from Heaven recommend consulting with staff in selecting the charity which will receive donations. Many NHS organizations involve their Social Partnership Forum
- **Work with your charity** - ask your chosen charity to provide information about their activities and ask them for ongoing assistance with promotion of the scheme including feedback about how donations have been used.
- **Offer a variety of sign up options** – Make it easy for staff to join and sign up either online, in staff magazines, by email or via payslip attachments.
- **New staff** - ensure forms are available to new staff via induction packs. Experience shows that if a new staff member is asked if they would like to join then most will!
- **Keep promotion new** - Refresh promotion of the scheme to staff at least twice a year.
- **Work with PFH** - Liaise closely with PFH, share the experience and guidance available.

## Pennies from Heaven in the NHS – The Future

PFH is in ongoing discussions with over 350 NHS Organisations and looks forward to assisting those deciding to run the scheme and to increasing staff participation in those already engaged.

We want to share best practice and solutions with NHS organisations and welcome all feedback and suggestions.

If just 10% of NHS staff gave their pennies, this would equate to raising some £800,000<sup>4</sup> per year for chosen charities. We know from experience with other employers that 10% is a conservative figure and that 15-20% is more than attainable (one organisation has 70% participation)

### Our Vision

“ getting everyone in the UK giving their pennies to charity..”

To find out more about how your organisation can join the scheme, go to: [www.penniesfromheaven.co.uk](http://www.penniesfromheaven.co.uk) or contact Anthony Law, Managing Director, directly at [a.law@penniesfromheaven.co.uk](mailto:a.law@penniesfromheaven.co.uk)

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<sup>4</sup> Based on 2006 data of 1.2m NHS employees. 10% participation and average donation of 50p per month with 28% gift aid. Total annual donations = £861,000.