


## Headlines

- Net pay rounded down to the nearest pound with the pennies donated to charity. Earn £850.34 then 34p to charity

	<b>January Payslip</b> Mrs Penny Heaven
Net pay	<b>£850.34</b>
For you	<b>£850</b>
For charity	<b>£ .34</b>

- £4.2m raised to date
- **Simple to set up** – part of ESR, no system changes or costs.
- **More money raised** – 26% increase in donations 2014-2016
- **Popular with staff** – 20% average take up
- **Complementary to Payroll Giving** – most employers offer both
- Donations via PFH are eligible for Gift Aid
- Watch our [video](#) via the QR code below or search 'Pennies from Heaven charity scheme' on [YouTube](#)



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## Team based workplace giving - Small change. Big difference

- [Would you miss the pennies from your pay? Probably not, so why not give them to 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 420,000,000 pennies for 265+ charities. Major employers offering the scheme include Barclays, HSBC UK, Cadbury Schweppes, Lloyds Pharmacy, LV=, The Bank of England, TNT, WHSmith, many UK Councils and the largest UK employer the NHS.

## What's the background with the NHS?

- PFH launched to all NHS Trusts in England and Wales in 2007 following the central configuration of the NHS payroll system ESR – this enabled all NHS Organisations to set up the scheme with zero systems costs. As of April 2018, 101 NHS Organisations are operating the scheme.

## How does the scheme 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. SIMPLE! Donations are eligible for Gift Aid.

## Which charity can we choose?

- It is up to you! Employers can choose any charity (or a basket of charities) to which all staff donate which can of course be the Trusts own charity.

## How would an NHS Trust set the scheme up?

- **Contact Pennies from Heaven** who would support set up and issue a license to run the scheme.
- **Test payroll** – PFH will send you an ESR guide.
- **Choose your charity** (ies).
- **Invite staff to join** – PFH will provide artwork, application forms and online sign up if required.
- **Flag** participating employees once on payroll system
- **Collect** all the pennies and send them to PFH once a month for distribution to charities.

## We already offer Payroll Giving so why offer something else?

- PFH is 100% inclusive, everyone can afford to join in and feel a part of the success because donations are less than £1. Payroll Giving allows individuals to choose charities and amounts. It appeals to higher paid staff

with a recommended minimum monthly donation (£5-£10). Most our members offer both Payroll Giving and Pennies from Heaven. PFH is about working together to make a change and is a simple way to join with colleagues and **collectively** raise significant money by each doing something small. Pennies from Heaven has 3.5 times the sign-up rate of Payroll Giving.

### Why should we offer this to our staff and pensioners?

- **It is simple to understand** – give only your pennies, always give less than £1.
- **It is simple to set up** – can be set up in under a week.
- **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.** Sign up once and donations are donated everytime you are paid. Employees can sign up via [www.penniesfromheaven.co.uk](http://www.penniesfromheaven.co.uk)



*“Pennies from Heaven is a very versatile scheme to offer people as they can support a specific appeal or fund of a charity. It is simple and straight forward to set up and gives a range of people the opportunity to give to charity.”* **Louise Cook. Fundraising Manager**



*“We are thrilled to be continuing the ‘Pennies from Heaven’ scheme into the new year and supporting local charities Julia’s House and Mosaic. Since launching the initiative, our staff have donated almost £4,000 to our nominated charities - just by giving the odd pennies from their pay. The small change really can make a big difference.”* **Colin Hague, Director of Human Resources.**



*“The Pennies from Heaven scheme is a great way for organisations to make a regular charitable contribution. We’re extremely proud that so many of our staff have felt compelled to sign up to the scheme and to have raised just short of £25,000 in such a short period of time is fantastic! We’re sure that money will make a massive difference for our charities.”* **Rachel London.**

### What are the costs to an NHS Trust to run the scheme?

- There is no cost to the NHS Trust, the Department of Health, or the nominated charity 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. PFH donations are eligible for gift aid (subject to declaration). This means that the charity, after reclaiming gift aid, will receive more than the original donation even when the fee is deducted. Some of the services provided by PFH include distribution services, HMRC compliance, gift aid administration, charity support management, best practice sharing and fundraising consultancy. Note PFH receive no other income.

### How can I get more information?

- [www.penniesfromheaven.co.uk](http://www.penniesfromheaven.co.uk) / [www.facebook.com/penniesfromheavenscheme](https://www.facebook.com/penniesfromheavenscheme)
- Kate Frost on 01485 210698 / [kate@penniesfromheaven.co.uk](mailto:kate@penniesfromheaven.co.uk)
- And don't forget our video which explains the scheme in a simple way – search ‘Penny Giving Scheme’ on YouTube.

