

pennies from heaven **AWARDS**

2021

Recognising the amazing things we do.

The biggest list of winners in our history - demonstrating the generosity of the UK as more organisations win Awards and even more people join in. Congratulations to all our 2021 winners.

The Pennies from Heaven 2021 Awards are announced!

This time last year we had no idea how Covid 19 would impact people's motivation to support charities and I am delighted to see that motivation did indeed rocket! Today we are giving out a record number of Pennies from Heaven Awards which reflect the number of Organisations with high numbers of employees donating their payslip pennies. We all need good news right now and we hope these Awards provide a way to thank staff and pensioners, and remind them the difference they have made.

Now in its ninth year the Pennies from Heaven Awards provide a perfect opportunity to propel organisations charitable fundraising into the spotlight and showcase the great contributions employees and pensioners have made.

The Stats:

This year 58% of our Award winners have over 20% take up and a 23% have won a Platinum Award with participation over 40% - our highest employer has 82% of staff involved! The average participation in the scheme has increased 22%.

Platinum Awards are given to employers with more than 40% of staff/pensioners in the scheme, Gold to those with over 20%, Silver to those with over 15% and Bronze to those with more than 10%.



"Congratulations to all our 2021 winners who have shown real passion to continue supporting their charities throughout the pandemic. I have been blown away by the number of employers wanting to do more in 2020 and the increased take up rates of Pennies from Heaven show that people want to do the same. I hope your Award creates some well-deserved positive news and even encourages more people to sign up. Let's make 2021 the year we all do a little bit more to help."

Kate Frost CEO Pennies from Heaven.

