

EST 1995

pennies
from
heaven



OVER 640 MILLION PENNIES RAISED

IMPLEMENTATION GUIDE

Small change. *BIG CHANGE.*

WELCOME!

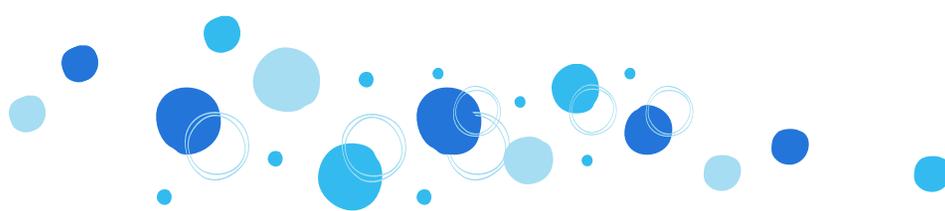
Thank you for choosing to donate your pennies to charity, and welcome to the Pennies from Heaven family.

Pennies from Heaven (PFH) is the UK's largest workplace micro giving scheme for employees and pensioners. You are joining a community of over 250 employers running Pennies from Heaven, and since 1999 the scheme has raised 640,000,000 pennies for more than 650 charities.

Pennies from Heaven is also a **Social Enterprise**, meaning that doing good is at the very heart of our business. Our fees enable us to invite more companies to run the scheme, bring onboard new charities and ultimately increase the donations raised.



STEP by STEP *Implementation Guide*



This guide has been created to make the implementation of Pennies from Heaven as simple as possible, and to help your organisation run the scheme successfully.

Please complete the steps as laid out in the following pages, and remember we are always on hand to answer any questions you may have along the way.



STEP

1

Choose your charity

This step can take time as it is important to select the right charity.

- The charity (charities) you choose should mean something to your staff to motivate people to sign up. You can choose any charity you wish (they must be registered in the UK) and you change them annually. If you choose more than one charity the donations can be split equally between them or in any proportion you wish.
- A good tip is to get staff to vote for the charities. For example, you might choose the company's national charity to receive 50% of the funds and ask the staff to vote for a local charity to receive the rest.
- You can support an in-house charity (e.g. a NHS Trust hospital charity or your organisations charitable foundation) then we recommend you choose a specific project that donations will support e.g. a new machine, Christmas gifts for the children's ward etc. This is more motivating to employees.

- Inform PFH of your charity choice(s). We will contact the charities to obtain copies of logos, financial details and discuss how they can support you in promoting the scheme. If you have already contacted your chosen charity, then please email us contact details.
- **Changing charity** is simple. Just let PFH know who the new charities are and when you would like donations to start going to them. There is no need for existing participants in the scheme to sign new forms due to agreements PFH has with HMRC for Gift Aid. **See the FAQ section at the back for more information.**

"We're so grateful for the donations we receive through 'Pennies from Heaven'. The pennies really do add up and help us to fund vital, life-saving research for the 12 children and young people diagnosed with cancer every day in the UK. Thank you!"

- Claire Milloy, Children with Cancer UK



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Brief payroll

PFH is running on most of the UK's main payroll systems and we can brief your payroll teams with specifics and put them in touch with our organisations using the same systems.

MONTHLY TASKS - Upload, send & save

On every pay cycle, your payroll software must round down the pennies from participating employees pay and collate them. Every month you then send them to PFH. At a high level, your payroll system needs to be able to perform the following:

- Once you receive an employee's application to join the scheme (paper or electronic) your system must add a 'flag' against their staff record. This could be done automatically or manually depending on your payroll system
- All applications must be stored safely, indefinitely
- Every time that person is paid the payroll system must identify and collect the pennies from the net pay prior to tax credits etc.
- The pennies from all participants are then collated

This total is then sent to Pennies from Heaven Distribution once a month – **please ensure you agree the payment reference with us so we know the donations are from you.** The account information for transfer is:

- Sort code: 20-83-02 / Account: 50324965
- Pennies from Heaven Distribution. Barclays Bank.

ANNUAL TASKS - Gift Aid

- Gift Aid adds the tax paid by the employee back onto the original donation meaning the charity can reclaim an additional 25%.
- When an employee joins the scheme they provide consent for Gift Aid to be claimed on their donations. The decision to share employee data remains with the Employer so producing Gift Aid reports is an optional part of the scheme.
- Gift Aid can be processed annually or following a change of charity.
- Employers should send Pennies from Heaven a Gift Aid report, in a password protected, electronic Excel spreadsheet which must show for each **taxpaying** participant:
 - Period of the report
 - 1st name
 - Last name
 - House name/number
 - Post code
 - Individual contribution within the period
 - Confirmation of Gift Aid Declaration consent
 - Total contributions from all participants within the period



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Complete the paperwork

Potentially a little dry, but these things have to be done.

- SIGN THE CONTRACT**
We all need to know who is doing what and how the scheme will work. We will send you our standard contract that we can use as a base document for your legal teams to review. When agreed, we both need to sign the contract prior to the schemes launch.
- SET UP PFH AS A SUPPLIER**
Depending on your internal processes you may need to set Pennies from Heaven up as a supplier on your systems - let us know if there is anything you need from us.
- CLEAR DATA SECURITY/ GDPR**
Are there any GDPR or Data Security questionnaires you need completing – we have a ‘Data Security and Data Processing Policy’ and other internal documents that we can share.

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Consider how people will sign up?

Signing up should be accessible, quick and easy.

- ON YOUR INTRANET/BENEFITS PORTAL**
Staff follow a link from an email / poster etc. to a page on your intranet and complete a short online form. The completed form would then be directed to your payroll team and processed. We will provide consent form wording for this.
- AT INDUCTION**
Include PFH information with an application form in new joiner packs preferably at the point they provide their bank details.
- VIA THE PFH WEBSITE**
We can offer you on-line sign up via the PFH website. Employees would select your organisation from a drop down box and enter their relevant details. Alternatively we can create a bespoke sign up page – please ask us for more information on this.
- PAPER APPLICATION**
Complete and post to payroll/ HR.

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How will you spread the word?

What channels can you use to tell people about Pennies from Heaven where they will have the ability to sign up quickly and easily?

ARRANGE A MEETING WITH PENNIES FROM HEAVEN

The Pennies from Heaven team are on hand to discuss with you our tried and tested methods of communicating the scheme to your employees, and are able to provide a **tailored comms pack** for you to use.

"Warwickshire County Council implemented the Pennies from Heaven scheme in 2006. Since its implementation, our people have raised an impressive £390,000 for our two chosen charities!"

- Marie Percival, Warwickshire County Council

YOUR TAILORED COMMS PACK

Your comms pack will be tailored specifically for your organisation, with your logo and your chosen charity logos, and will be created with your employees in mind. Available in a variety of formats and sizes for your intranet, newsletters and social media, in addition to posters, screen savers, email footers etc. We have also tried and tested many different forms of imagery, some examples of which are below.



SIMPLIFY

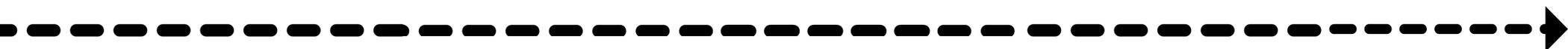
The simpler the message the higher the response rate. Here we illustrate how the scheme works with a very simple and clear image and message.

FEEL GOOD FACTOR

The part of the brain that releases oxytocin when receiving a gift does the same when giving a gift. Highlighting the 'feel good factor' when donating to charity is a good motivator.

FRAMING

If you ask someone to do a lot then and then ask them to do a-only a little, they are more likely to do that small thing - i.e donate the pennies, not their entire salary!



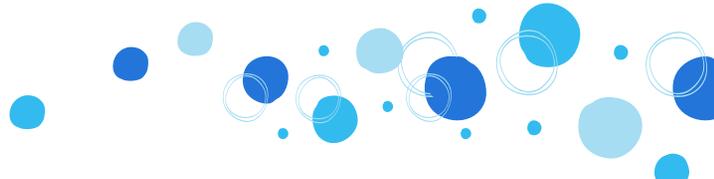
6

Induction comms are really important

Get it right and 90% of new joiners will sign up to the scheme.

- Capturing sign ups when an employee first joins your organisation will be your ticket to continued growth of donations raised with little effort.
- Include an invitation to join Pennies from Heaven in new joiner packs preferably at the point they provide their bank details.
- Even better ask them to join the scheme, or not. Encourage them to make a choice and most often the decision is yes.

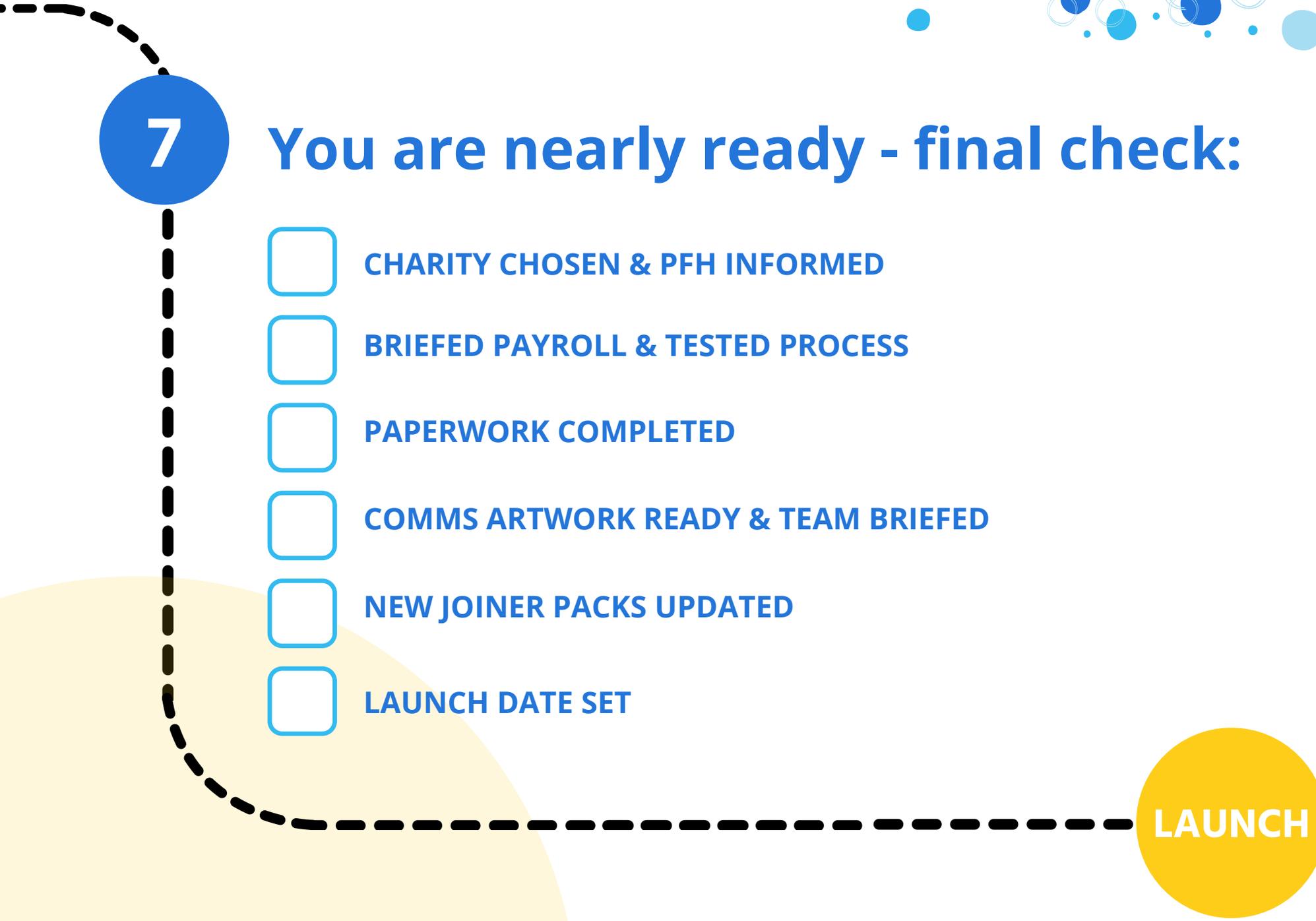
SUCCESS STORY - Manchester University NHS Foundation Trust have tripled Pennies from Heaven donations in 18 months by making one small change to the BAC's form for new joiners. They asked new joiners to tick a **yes/no** box on the page where they give their bank details to be paid – the result is almost everyone ticks yes. In 2018, 830 new joiners to the Trust signed up to the scheme using the Bac's form tick box. Assuming this same rate of sign up year on year the total donations raised from new joiners will be £162,000 by 2025.



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You are nearly ready - final check:

- CHARITY CHOSEN & PFH INFORMED
- BRIEFED PAYROLL & TESTED PROCESS
- PAPERWORK COMPLETED
- COMMS ARTWORK READY & TEAM BRIEFED
- NEW JOINER PACKS UPDATED
- LAUNCH DATE SET



LAUNCH

TOP TIPS

- **Add it to your BACs form!** One of the most successful methods for continued sign ups is to include PFH to your new starters BACs form. If you haven't done this already, this is the one to explore first!
- **Nominate a charity champion** to promote the scheme to colleagues. A person within the organisation who talks about the scheme regularly is a great way to spread the word!
- **Set a target!** If you are a sales driven company, setting a division or company wide target is a great way to motivate staff to promote and join the scheme.
- **Promote the scheme on pay day.** In our experience, take up of the scheme is highest among those members that promote the scheme on pay day.
- **Allocate an Executive sponsor.** The more senior management publicly support the scheme the greater the sign up - if it is important to the 'boss' it becomes important to the team. Crucially they themselves should sign up!

TOP TIPS

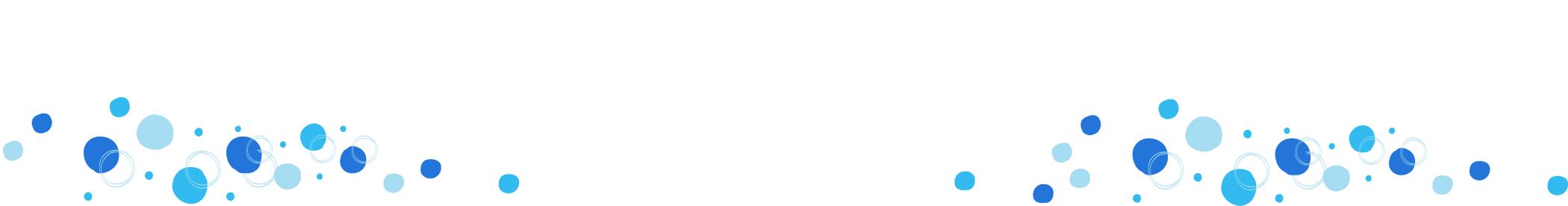
- **Consider pensioners.** Pensioners receive an income every month like employees and Pennies from Heaven is a great way to involve them in your organisations community work. The scheme works in an almost identical way. Please contact us for more information.
- **YES or NO.** When marketing the scheme ask people to choose YES or NO to join. Clicking 'Yes' would take you to online sign up ('No' to a thank you page) The result from employers using this is that almost all staff select the 'yes' to join box.
- **Videos.** Videos grab people's attention and are more engaging than flat images. Could someone in the company make a quick video saying how easy it was to sign up and not going to miss the pennies but feel great they are helping out.
- **A PFH intranet page.** Create a PFH page on your intranet site so staff can find out more about the scheme and access an application form.
- **Run a competition.** This is a great way to promote the scheme. Think about what you may be able to offer as a prize, or any local businesses that may provide a prize for you to use.

FAQs

- **CAN WE CHANGE CHARITY?** Yes, you are able to change charity every 12 months if you wish, and we have agreed a process with HMRC that means you do not have to ask employees to re-sign application forms. Simply tell us as soon as possible and we will guide you through the simple process.
- **HOW DO WE KNOW HOW MUCH WE HAVE RAISED?** You can ask us at anytime for this total but we do send out a donations report every three months that includes your up to date fundraising total and how much each of your charities have received.
- **IS IT POSSIBLE TO MATCH THE PENNIES FROM HEAVEN DONATIONS?** Yes, and by matching staff donations, you will encourage more people to join in. We have seen some employers match the first three months of donations or add £10 to each donation in the first month.
- **ARE DONATIONS ELIGIBLE FOR GIFT AID?** Yes, consent is given by the employee when joining the scheme. It is not a mandatory part of running Pennies from Heaven, but if elected, you would send us a Gift Aid report (annually or within 4 years) showing donors name, address and total donations.
- **WHAT IF AN EMPLOYEE WANTS TO STOP DONATING?** It is very rare that employees want to leave the scheme once they are signed up but you should include the details of how to do this where you share the information about the scheme (intranet/benefits portal etc).

FAQs

- **CAN WE TALK ABOUT PENNIES FROM HEAVEN ON SOCIAL MEDIA?** Yes, let us know and we can share your posts and include your #'s. If you have employee Facebook or Yammer groups let us know and we can design some specific comms just for these channel.
- **CAN WE DESIGN OUR OWN COMMUNICATIONS?** **Of course you can.** We can share best practice and suggest tones of communications that have worked for others. Just let us know and we can send you the HMRC approved consent form wording and our logo's.
- **WHAT SUPPORT WILL WE GET ONCE WE HAVE LAUNCHED?** We are here for you whenever you need us and we will book in a meeting with you three months after you launch to review take up and see if we need to tweak things for you.
- **IS IT POSSIBLE FOR PENNIES FROM HEAVEN TO ATTEND VIRTUAL EVENTS AND RECORD A WEBINAR FOR EMPLOYEES?** Absolutely we can help with this, just give us a call and tell us what you need and we will do our very best to support you.
- **CAN WE SEND THE DONATIONS STRAIGHT TO THE CHARITY OURSELVES?** No, the donations are paid to Pennies from Heaven for us to send to your charity. Our Audit Trails demonstrate clear sight of donations from employer to charity and we are independently audited.



Thank you

Thank you once again for implementing the Pennies from Heaven micro giving scheme. We hope that you found this guide useful and that your launch goes well. By being part of PFH you are turning your small change, into BIG CHANGE - and we think that's pretty awesome!

“We recently gave colleagues the opportunity to vote for the charities that will benefit from our Pennies from Heaven scheme and we were delighted that MIND was chosen. The fantastic work of MIND supports the ambitions of the bank’s purpose-led strategy and it’s great that our payroll pennies will help provide advice and support to empower those experiencing a mental health problem.”

**Michael Duncan, Head of Giving Strategy and Programmes
NatWest Group**



What's next?

Let's stay in touch! We are always at the end of the phone or email should you needs us, but we like to check in after 3 months to review how it is going. We can talk through what has worked well, as well as learn from what hasn't, and formulate a plan to move forward with.

The Pennies from Heaven Awards

The Pennies from Heaven Awards are held annually and provide a perfect opportunity to propel your organisations charitable fundraising into the spotlight and showcase the great contributions your employees have made. Winning an Award allows you to thank your staff and pensioners and make everyone feel good about collectively making a big difference.

Connect with us



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'Now you're part of the Pennies from Heaven family, let's connect! Come and follow us on our socials - LinkedIn is our thing!'

