

Payroll Giving

Mervi Slade, Product & Programme Manager – Payroll Giving
Cancer Research UK
2023



Together we will beat cancer

What is Payroll Giving?

Payroll Giving lets you give **tax-free** donations through your pay as a one-off or each payday. You can give **any amount**, to **any number of charities**, all without handing over any bank details.

| Your donation | Cost to 20% tax payer | Cost to 40% tax payer | Cost to 45% tax payer |
|---------------|-----------------------|-----------------------|-----------------------|
| £10 | £8 | £6 | £5.50 |
| £25 | £20 | £15 | £13.75 |
| £50 | £40 | £30 | £27.50 |

Why is Payroll Giving good?

For employees?

- It's tax efficient
- It's easy and hassle free
- Bigger impact for charity, especially for higher rate tax-payers
- Low commitment
- Support one or multiple charities

For employers?

- Free to set up
- Part of CSR/ESG
- One-off campaigns also possible
- Employee engagement opportunity
- Employers can make their own tax-deductible donations by matching staff donations
- Recognition for staff achievements through awards

For Charities?

- Reliable source of income that is low maintenance
- Low risk in comparison to other forms of Face to Face Fundraising
- Strong ROI
- Collaborative (int & ext)
- Matching from employers

Most common myths about Payroll Giving

- 'It is difficult to set up'
 - There is no need for new payroll software, all modern payrolls can deal with Payroll Giving deductions.
- 'We can't afford it'
 - It is free to set up!
- 'Our employees are not interested'
 - You might be surprised how many of them actually are.
- 'It only works for large charities'
 - Smaller, local charities often have good relationships with local employers and could really benefit from this regular source of income.
- 'Our staff cannot afford to give'
 - Payroll Giving is especially good now as it gives a discount on the donations.

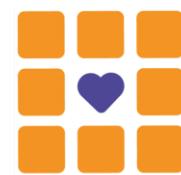


Insight into the life of a Payroll Giver

- Average length of giving via Payroll Giving is 7-8 years (8.4 at CRUK) which is comparable to regular giving
- Differences between different sectors in length of giving
- Legacy regular income from CoTY partnerships
- Pandemic changed work culture and has had an effect on donor recruitment (not as many people in the workplace)
- Attrition since the pandemic has been extremely low
- Income has stayed very stable
- Employer matching boosts Payroll Giving income

Payroll Giving Month

- Launched in 2021 as Payroll Giving Week
- Sector initiative that came from Payroll Giving Forum
- Creating a moment for Payroll Giving similar to Remember a Charity week
- Charities, PGAs, PFOs, CloF and CIPP **working together**
- Idea is to **raise awareness** of the scheme with charities, employers and employees
- **Webinars** organised for charities and employers leading to the month
- **Social media** focused to start with due to lockdowns, but **more workplace activities** (F2F campaigns) took place this year
- [Payroll Giving Month video](#)
- payrollgivingmonth.co.uk



Payroll Giving Month
February 2023

CRUK activities during Payroll Giving Month

- **Posters** on display in charity shops
- **Social media** posts (Linkedin, Twitter and Instagram) including £5k in paid advertising
- Instagram posts show **CRUK staff** members and their quotes on why they give via Payroll Giving
- **Regional fundraising and Legacies** having conversations with supporters
- **Internal comms** in CRUK Weekly as well as Yammer posts



Payroll Giving Month
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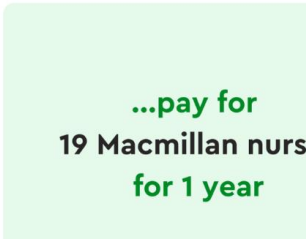


This #PayrollGivingMonth we are celebrating our Payroll Givers.

"I think Payroll Giving is an absolute no brainer when wanting to donate to charity. It's so easy to set up!" Gina, Face to Face Training and Compliance Manager, is a proud Payroll Giver.

Payroll Giving is one of the easiest and most effective and tax-efficient ways to support the causes that matter most. Whatever you'd like to give, Payroll Giving to Cancer Research UK comes direct from your salary before income tax is deducted, meaning it will go further while costing you less. Help us bring about a future free from the fear of cancer this #PayrollGivingMonth

Macmillan Cancer Support @macmillancancer
 February is #PayrollGivingMonth!
 Last year, Payroll Giving raised an incredible million to help us fund essential service with cancer.
 Here's how your donations can help us



Restore (York) @RestoreYork · Feb 8
 Did you know February is #PayrollGivingMonth? Give as you earn allows you to make regular donations to your favourite charity (ahem!) straight from your wages. It's easy to set up; just ask your payroll department for further information.



Sreepur Village @SreepurVillage · Feb 7
 This #CharityTuesday and #TransformingTuesday how about #TransformingLives with #PayrollGivingMonth lght.ly/68b13dn



GivingForce @givingforce · Feb 8
 Sign up to our webinar on Friday and hear about the benefits of switching to Payroll Giving with GivingForce.
 Find out more and book your place. hubs.li/Q01Bw8S00
 #PayrollGivingMonth



Charitable Giving @CharitableGiving · 2h
 Would you like to set up a #PayrollGiving scheme in your workplace? It's a simple & tax efficient way for employees to support #charities they love directly through their salary. Contact us for more information!
 #PayrollGivingMonth #CharitableGiving #LovePayrollGiving #Charity



Dogs Trust @DogsTrust · Feb 1
 February is #PayrollGivingMonth!
 Show our dogs some love by signing up to Payroll Giving today! It's the easiest and most tax efficient way to donate, meaning your pounds go further in helping our hounds!
 Find out more and sign up -> bit.ly/3JsWlbd

World Horse Welfare @HorseCharity · Feb 8
 Did you know it's #PayrollGivingMonth? Payroll giving is a tax-effective way to support us and is eligible for anyone who pays UK income tax.
 You can find out more about Payroll Giving and our partnership with @TogetherAnimals on our website here: bit.ly/3DQBX0I



Claudia Wellwood · 2nd
 Individual Giving Fundraiser at Leuchie House
 Reshared from Leuchie House · 23h ·
 Charities are having to look for innovative ways make supporting the affordable for people during these really tricky times!
 Feb is #PayrollGivingMonth, and a great opportunity to spread the w



Together For Animals @TogetherAnimals · Feb 7
 Give less to help more by making a difference to animals in need with a tax free donation via your pay. For more information visit our website: buff.ly/3QDWYAa #PayrollGivingMonth #LovePayrollGiving #CharityTuesday #tuesdaythoughts



Bristol Animal Rescue Centre @BristolARC · 21h
 Did you know it's #PayrollGivingMonth? Payroll Giving is an easy and tax-efficient way of making regular donations to us straight from your pay. Your money will go directly to helping pets like Hector. Ask your employer about payroll giving. Info: buff.ly/3Rpo03N



Pay less. Donate more. Have
 Here's how it works:

| Your donation (per month) | Std rate taxpayer | higher taxpc |
|---------------------------|-------------------|--------------|
| £5 | £4 | £2.95 |
| £10 | £8 | £5.89 |
| £25 | £20 | £14.75 |

Payroll Giving Month February 2023

Fiona Mitchelson and 9 others
 Communications Assistant at Scottish Families ...
 Reshared from Scottish Families Affected by Alcohol and Drugs · 50m ·
 way to effortlessly donate to charity and help families across Scotland
 Payroll Giving Month February 2023
 #PayrollGivingMonth

HOPE The Hope Foundation UK @HOPE_UK · Feb 6
 It's #PayrollGivingMonth!
 If you regularly donate to HOPE you could increase your donations by up to 88% through Payroll Giving. Donations are taken from pay before tax, so HOPE would receive full tax relief. Find out more juliette@thehopefoundation.org.uk
 Hatmin Lee



You and 12 others

Like Comment Repost Send

Like Comment Repost Send

Top tips

Payroll Giving can work for you!

- Set up your own scheme as a charity and run internal campaigns
- Add Payroll Giving into your corporate offering
- Talk about matching donations
- Promote with incentives
- Add information to your website
- Communicate with your donors
- Include in social media plans

Cancer Research UK internal campaign 2022

- No promotion since 2018
- Online and F2F in November 2022
 - Yammer
 - CRUK weekly
 - Trading newsletter
 - Staff quotes and pictures used in articles and screens in HO
- HoPG fundraisers on 2 sites
- Prize draw quiz between all staff
 - Gift pack from a corporate partner, £50 charity donations from HoPG and bottle of bubbly (non- or alcoholic)
- **41% increase in donations!**
- Raised awareness amongst all staff and easy way to join with a fundraiser or online: **majority** of sign ups F2F

