

A man with dark, curly hair, wearing a dark jacket over a light-colored striped shirt, stands in a crowded outdoor setting. He is holding a large, bright pink sign that is shaped like a speech bubble. The sign contains text in white and black. The background is a blurred crowd of people, suggesting a public event or festival.

Are you
Geared
for **Giving?**

www.gearedforgiving.com



Duncan Bannatyne
Chairman of Bannatyne Fitness
and star of Dragon's Den

I was delighted to help launch the Geared for Giving Campaign to encourage more employers across the UK to operate and promote Workplace Giving. This is the only sensible way for employees to give and many employers are not operating the scheme due to a lack of knowledge.

When I was approached by the Campaign, I'd never heard of it, now I can't imagine not doing it. Having now launched the scheme for my own team, I have received great feedback from my employees and I want to encourage more employers to follow my example.

The question you should be asking is not why would you do this, it's why wouldn't you?



We want **1 million**
more people to be
Geared for Giving
at work.

Wouldn't it be great...

if there was a simple way
to show your commitment
to making a difference, to
changing the world for
the better?

There is a way to influence
social and consumer change,
to help companies play their
full part in building the kind
of world you can believe in.
Companies like yours. Like the
one you belong to.

What if you could act alongside
colleagues who share your
values about the importance
of community, environment
and quality of life for all?

It's called Geared for Giving.

“It’s definitely a good thing if your employer offers this scheme – it tells you something about their attitude.”

While I was at our Brent Cross store someone came round and explained all about the scheme and asked which charity I might want to support.

When I thought about that I decided to support a charity that maybe wasn’t quite as well known as some of the others. It’s great that you get to choose.

I give £5 every month to Refuge. They help women and children who are suffering from domestic violence. I think that’s a good cause to support.

I like the scheme because it’s dead easy to do. The money comes straight out of my pay, so every month I can see I’m giving to a good cause. And when you understand about the tax efficiency you can see it’s just a cool way to give.

Daniel Taylor
Floor Manager
H&M



What is Geared for Giving?

Employer or employee, Geared for Giving is a mark of what you stand for.

Being Geared for Giving means taking an informed decision about Workplace Giving. It’s all about giving to good causes at work, direct from your salary. Any charity, any cause. Your chosen charity receives your donation tax free. So what you give could go up to 40% further. It means some 390,000 charities in the UK could be a whole lot better off.

Are you among the 70% of people in the UK who give to charity? Did you know that UK charities lose out on £900 million each year – vital funds that wouldn’t be lost if donations were made via Workplace Giving?

Employee or employer, shouldn’t you be Geared for Giving?

Will you help the UK become Geared for Giving? Over 750,000 employees already give this way – but why not more? It’s simple. Not enough companies participate in the scheme. And not enough employees are aware of its benefits.

“We want one million more UK employees to have access to Workplace Giving.”

“People, I believe, are innately generous. In this country we have a proud tradition of dipping into our pockets to support good causes. But so many more of us would give to charity if only it were easier to do so.

Let’s make it easy. Let’s transform the future for charities by offering employees the simplest, most tax-efficient way to give. That’s exactly what Workplace Giving is.



All charities can benefit from the scheme. And we in Government want one million more UK employees to have access to it.

If just 10% of these employees then gave £5 each month through Workplace Giving, charities large and small would receive an additional £6 million per year. Let’s give more and give better.”

Let’s get Geared for Giving.

Anne Snelgrove, MP for South Swindon

What does your company stand for?

Being Geared for Giving is a mark of what your organisation stands for.

Is yours the kind of company that cares deeply about its public reputation? Does your business plan take account of growing numbers of employees, consumers and other stakeholders who believe it's vital for companies to act ethically?

More and more enlightened employers recognise and acknowledge the benefits of being Geared for Giving. Are you one of them?

It means actively promoting your Workplace Giving scheme so that colleagues are aware of its benefits. Then they can make an informed decision about giving to charity. And when they choose to give, it's about making the process straightforward. Many Geared for Giving employers choose to enhance their employee donations. There are lots of ways you can do this. And any enhancement you make shows you support the causes your colleagues care about.

In organisations successfully Geared for Giving, employees are encouraged to take part in Workplace Giving and to share a rewarding sense of 'giving something back'. The Government's own Quality Mark for business encourages 10% staff

participation in Workplace Giving – but why stop there? Who knows what you might achieve if you actively promote your scheme?

Is your company Geared for Giving?

Help us to spread the word, let others know you are an enlightened employer, blow your own trumpet, be one of the cognoscenti. Display the Geared for Giving logo with pride.



“We’re committed to providing our staff with the opportunity to give something back as individuals and as a company.”

“We currently have 25% of employees from our Head Office alone who are giving to charities direct from their salary through Workplace Giving.

As a company, we have a corporate charity partner, but we understand that charity is a very personal issue. It is important that we provide our team members with the information and means to allow

them to give something back to the causes that are close to their hearts.

By making everyone aware of the scheme, its simplicity and the benefits to them in terms of the tax efficiency, many individuals are taking part and are thrilled to have the ability to do so.”

Diane Martyn, Chief Executive Officer, Select Group

“Because I’m a higher rate tax payer, my charity actually gets £10 for every £6 I give. That’s the really good bit.”

It was important to me I chose a charity that meant something to me personally. I had a grandparent who died of bowel cancer so I opted to make a donation each month to Bowel and Cancer Research. Giving to charity direct from your salary is tax free.

For me, the clincher is the ease of the system. This is a busy place. I think it's key that employers get behind the idea and make it as easy as possible for people to take part – because people will take part if you make it easy enough.

We all have our lists of things to do, don't we? I guess none of us goes around with charitable giving at front of mind each day. But, yes, I'm grateful I'm in a position to do something positive. It's great to be able to make a difference – especially when it's this easy to support a good cause.

Lisa Condron
Company Secretary
London Stock Exchange



“I think it’s a sign of a good employer if they have a scheme like this so staff can give to charity.”

It’s obvious, isn’t it? This has got to be the best way to give to charity because what you give is tax free. So the charity you choose gets more money automatically on top of what you give. I don’t think there can be another situation where the tax man gives away something for nothing like that.

What I like about it is there’s no hassle. You don’t get stopped in the street and you don’t have to fill in a direct debit form. Your employer does the paper work.

It might be a charity that helps someone in your family – someone you love or just someone you respect. You never know when you might need help.

Being happy at work isn’t just about money and mates. If you feel good at work then you feel good about everything. I don’t think it matters how much you give. You can give a lot or a little – either way your money goes further because it’s tax free.

Lennox Kaminski
Delivery Team
Delice de France



It’s easy to become Geared for Giving

If you don’t already have a scheme, it’s easy to launch one. Just follow these steps to become Geared for Giving.

Set up is quick & easy.

There’s no cost. Simply choose your preferred Payroll Agent – an HMRC approved ‘bank’ that transfers your employees’ donations to their chosen charities, complete three pieces of paperwork and you are ready to go.

Show your support for what matters to your staff.

More and more companies are choosing to enhance their Workplace Giving scheme by adding value. You decide how – there’s a range of options to suit all budgets.

Plan & Promote your scheme – we’ll help you do it.

Just give us a call to discuss the most effective options. We’ll help you plan and effectively promote your Workplace Giving scheme free of charge.

Just call us on **020 8731 5871**

Running a successful scheme won’t take much time.

Companies who already operate successful schemes tell us that the monthly administration of the scheme takes them less than 10 minutes per month.

Keep the ball rolling.

Once you have launched and promoted the scheme, it’s important to keep the awareness high. Successful schemes grow year on year.

Why it’s good for you as a company...

- 1.** It shows you care about the things that matter to your people
- 2.** It underlines your commitment to community involvement and social responsibility
- 3.** It gives you an easy mechanism for supporting your corporate charity partner
- 4.** It represents an additional no-cost benefit you can offer employees as part of a voluntary/ flexible benefits package
- 5.** It aligns your brand and reputation with a growing body of forward-thinking organisations in the UK.

and why it’s good for your employees...

- 1.** It means they can give to as many charities as they want with one deduction straight from their pay
- 2.** It is the most efficient way for a higher rate tax payer to give
- 3.** It means that the charity you give to will automatically receive the tax
- 4.** It means the charity can plan what they do, knowing they are receiving regular donations
- 5.** It may be that you as an employer can match or enhance their donation.

It's about the company you keep

"Our successful scheme reflects, and enhances, the commitment of the firm and its employees to look out to the needs of the wider world. Across a huge range of charities, the simplicity of Workplace Giving enables us all to make a difference."

Jonathan Croucher, HR Director, Taylor Wessing LLP

"Workplace Giving is an effective way for our company and employees to join a tax-free and cost effective means of selecting and donating to a charity of their choice. We fully support the new Geared for Giving campaign, to encourage other employers to operate and effectively promote the scheme."

Julia Langkraehr,
Managing Director, Retail Profile Europe Ltd

"Symbian is proud to support the Workplace Giving scheme. The strong participation of Symbian's employees is testament to a company that lives its values and brand by contributing to its environment as well as its business."

Richard Lowther, Executive Vice President HR, Symbian

"National Express East Coast is delighted to support Workplace Giving. We promote the scheme at every opportunity reminding staff of the benefits of giving through payroll and how their favourite charity is the only winner. It really is the only way to give."

Jane Birch, Compensations & Benefits Manager,
National Express East Coast

"We're committed to providing our staff with the opportunity to give something back as individuals and as a company."

Diane Martyn, Chief Executive Officer, Select Group

"Workplace Giving has been a great success at Payne. It is a simple, tax efficient scheme that allows our staff to give to a charity of their choice directly from their wages."

Paul Toner, Director of Human Resources, Payne

"We are delighted to be involved with Workplace Giving, over 40% of our employees participate in this scheme. It is a really simple way for our people to put something back into the community."

Dominic Lowe, Managing Director, Green & Blacks

"Boots are thrilled to ask more companies to join the Geared for Giving campaign to help to make all giving more effective, because if every donation made in the UK was tax-efficient, then the potential for charitable income would be astronomical."

Oonagh Turnbull, Head of CSR, Boots



"We've actively created the conditions for staff to grasp the benefits of donating in this way."

We currently have 12% of employees across our locations and subsidiaries giving to good causes direct from their salary. The scheme raises over £10,000 annually, and colleagues also take part online.

It's all about informing our people so they can make the best choices. For example, the sheer tax efficiency of giving at work is not always understood.

I feel strongly that companies have a duty to inform employees and consumers alike where the organisation stands on issues of conduct and culture. Customers deserve to know where you stand on climate change, say, and employees should understand your position on social responsibility.

I wouldn't get involved here if I didn't think there was a need to publicise the scheme better. We're all about informed choice – for employees as much as customers – and I think our statistics on charitable giving show our culture is working well.

Ian McCaig
Chief Executive Officer
lastminute.com

“Every day, every week, every year, everyone in the Red Cross and everyone that supports us saves lives.”

For many years, Workplace Giving has been the ‘Cinderella’ of fundraising techniques. Little heard of, even less mentioned and yet, ironically, it’s one of the most lucrative forms of fundraising any charity, including the British Red Cross, has at its disposal.

Working together with the corporate sector I think we can transform the landscape of employee participation, and the only thing that’s stopping us is the imagination and the will to do it. We need to encourage businesses to open their doors to us; so we can ensure that their employees open their hearts to us.

This year alone nearly £500,000 will be donated to the British Red Cross by the kind people who give to us, month in month out, directly from their salaries. Every penny and every pound that is donated to the Red Cross through Workplace Giving makes a difference. A gift of a few pounds a month really can and does save lives.

Sir Nick Young
Chief Executive
British Red Cross



Your decision can make the difference

“I really believe charities should do more to open up to donors about what they ‘get’ for their money. I want to build relationships that go beyond the actual giving to take in volunteering, for example, so that people can see the reality of what we do at first hand. As a sector we often expect people to give without getting. Workplace Giving is a terrific way to start a more meaningful relationship. It’s a door opener to our world.”

Martin Narey, Chief Executive, Barnardo’s

“Workplace Giving raises vital income for the Mental Health Foundation’s work helping people survive, recover from and prevent mental health problems. We welcome the Geared for Giving campaign, as it will raise awareness of the important role that Workplace Giving plays in raising sustainable funds for charities.”

Andrew McCulloch,
Chief Executive, Mental Health Foundation

“The RNLI is delighted that the Geared for Giving campaign will open the door to Workplace Giving to one million more employees. It is a wonderful opportunity to increase awareness of this tax-efficient way of donating to charity.”

David Brann, DipM MCIM FInstF(Cert),
Fundraising and Communications Director, RNLI

“Income from Workplace Giving contributes greatly to the £340 million needed by the hospice movement each year. The ‘Geared for Giving’ campaign will ensure that this vital source of income will continue to fund the care provided by over 200 local hospices in the UK.”

David Praill, Chief Executive, Help the Hospices

“Cancer Research UK supports the ‘Geared for Giving’ campaign. Workplace Giving is an extremely easy and tax effective way for people to give to charities and makes a real difference to the valuable work that we carry out.”

Harpal Kumar, Chief Executive, Cancer Research UK

“Giving at work means we can make a clear commitment to this kind of vital research over a sustained period. It’s difficult to overstate the importance of ‘sustained’ here. Long-term support for a study like this guarantees it can meet its objectives in a meaningful way so we can fight breast cancer with everything we’ve got.”

Jeremy Hughes,
Chief Executive, Breakthrough Breast Cancer

“Donating directly from your pay remains the most tax effective way to give to charity. For UNICEF, workplace gifts provide valuable regular funds which enable us to reach more children around the world. I encourage everyone to pledge a gift today.”

David Bull, Executive Director, UNICEF UK

Here are just some of the companies already Geared for Giving...

Access Accounting Ltd
Accord Housing Association Ltd
Adecco Group
Air Miles Travel Company
Airbus
Arcadia Group
Argyll & Bute Council
Arts Council – England
Ascent Media
Aspect Capital
Associated Newspapers Ltd
Atari
Aylesbury Vale District Council
BAE Systems
Balfour Beatty Group
Bannatyne Fitness
Barclays PLC
Barnsley Council
Beaverbrooks
Betfair
BHS
BI Worldwide
Bolton Wanderers Football Club
Boots
Brabners Chaffe Street LLP
Bridgend Council
Business Post
Buying Team
Canterbury City Council
Cardiff Pinnacle
Carlson Wagonlit Travel
Catalyst Housing Group

CBS Outdoor
Chester City Council
Chesterton Global Ltd
Chevron United Kingdom Ltd.
City & Guilds UK
Close Asset Finance
Clydesdale Bank
CMS Cameron McKenna
Colt Telecom Group plc
Corby Borough Council
Council of Mortgage Lenders
Czarnikow Sugar
Darwin Rhodes
Davis Langdon
Delice de France Plc
Dennis Publishing
Derby City Council
East Ayrshire Council
Ebay
Edinburgh Council
Eidos
Elan
Endemol UK
England and Wales Cricket Board
Faber Maunsell
Financial Ombudsman Service
Financial Services Authority
fish4
Flightcentre
Foster Care Associates
Fremantle Media
G4S Group 4 Securicor

Gloucester City Council
Gloucester City Homes
Grainger Trust Plc
Great Places Housing Group
Green & Black's
Gyro International
H&M Hennes Ltd
Habitat
Hamleys
Hamptons International
Haringey Council
Haymarket Media Group
Hertsmere Borough Council
Hilton International
Home Office
Independent News & Media
Inverclyde Council
Investors in People UK
Irwell Valley Housing Association
Islington Council
Lastminute.com
Leo Burnett Group
Lewes District Council
Liverpool City Council
London Borough of Camden
London Borough of Hammersmith & Fulham
London Borough of Lewisham
London Borough of Newham
London Borough of Redbridge
London Borough of Richmond
London Borough of Tower Hamlets

London Development Agency
London Stock Exchange
L'Oreal UK
Mace Ltd
Mamas & Papas
Manchester City Council
Manpower UK Ltd
Matalan
Medway Council
Mercian Housing Association
Mills & Reeve
Molton Brown
Momentum Pictures
Mosaic
National Express
North Lincolnshire Council
Nottingham City Council
Odeon
Ogilvy
Olswang
Origin Housing Group
Paragon Group
Payne
Pemberton Greenish
Perkins Engines Company Ltd
Proximity London
Retail Profile
Roadchef
Royal Botanic Gardens Kew
Rugby Football Union
SBJ Group
Select Appointments Plc

SpinVox Ltd
Sports Interactive
Symbian
Syzygy UK Ltd
Taylor Wessing
Telford & Wrekin Borough Council
Thames Valley Housing
Time - Life International
Touchpaper Software plc
Turner & Townsend
Ulster Weavers Home Fashions Ltd
Veterans Agency
Victoria & Albert Museum
W & G Foyles
Wandsworth Council
Watford Borough Council
Welwyn Hatfield Council
Wolverhampton City Council
Wynnwith Group Ltd
Yorkshire Bank

[_____]

* Add your company's name here

Now you're Geared for Giving... only **999,999** people to go



To find out more visit
www.gearedforgiving.com

Email: info@gearedforgiving.com
Tel: 020 8731 5871

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In Association with **Workplace Giving UK**