

## **Guardian News & Media**

Guardian News & Media has actively promoted Payroll Giving for the past five years in partnership with Workplace Giving UK. Desk to desk promotions in the workplace have been a huge success resulting in a 35% employee uptake. A total of £427,000 has been donated to charities through the scheme since 2002.

The Guardian has been very pro-active in promoting the scheme via their staff intranet and have offered their staff a fantastic and unique incentive. Employees joining the scheme for the first time are offered a one off gift of either £50, if they pledge £5 per month or £100 if they pledge £10 or more per month.

Emma Wright, Community and sustainability manager says "Payroll Giving is an important part of our community programme. It is an easy way for employees to contribute to causes they care about whilst maximising their donations through tax benefits.

By offering an additional financial incentive for staff, we have not only increased participation, but are showing a commitment to both our employees and a range of charitable organisations - directly reflecting our founding values."

I would recommend Workplace Giving UK's free services to any company who wants to launch a successful Payroll Giving scheme."

Contact Details

### **Workplace Giving UK**

[www.workplacegiving-uk.com](http://www.workplacegiving-uk.com)

Cavendish House  
369 Burnt Oak Broadway  
Edgware  
Middlesex  
HA8 5AW

0208 731 5125

### **Contact**

Peter O'Hara  
[pohara@workplacegiving-uk.co.uk](mailto:pohara@workplacegiving-uk.co.uk)  
0208 731 51114