

## Whitbread Group

Whitbread's Payroll Giving scheme has been operating since 1997 with a current participation level in excess of 10% of the workforce and annual donations set to reach £500k this year.

Each year Whitbread Group re-launch their Payroll Giving scheme with promotions throughout their Costa, Beefeater, Brewers Fayre, and Premier Inn brands. The scheme is run in conjunction with Payroll Giving in Action (PGA), a professional fundraising organisation, who actively promote Payroll Giving across Whitbread locations across the UK and the charitable agency Charities Trust (CT) who administer employee donations for Whitbread.

Whitbread's partnership started with PGA in 2004 and that year over 5000 extra charities were supported, followed by approximately 3000 charities in each subsequent year.

Whitbread Group make every effort to make their payroll giving scheme a success by:

- double matching first months donations
- designing fresh leaflets & posters each year to advertise the scheme effectively

Angie Risley, Human Resources Director of Whitbread Plc says:

*"Payroll Giving offers an extra incentive for people who want to work for us. If they are passionate about a cause, whether for scouts, children's charities or cancer, the fact that their company is matching their first donation is a bonus. We pride ourselves as an employer of choice. Payroll Giving encourages us to support our employees' charities and enables them to gain tax relief on their donations. Our charities know that they can depend on this regular reliable income. Payroll Giving builds on morale, helps to retain staff and is a key part of Whitbread Plc's corporate social responsibility agenda."*

[www.whitbread.co.uk/corporate\\_responsibility.cfm?id=business](http://www.whitbread.co.uk/corporate_responsibility.cfm?id=business)