



St Ann's Hospice

every day makes a difference

Our guide to payroll giving

What is payroll giving?

Payroll giving is a simple, tax efficient scheme that allows your employees to regularly donate to a charity like St Ann's, directly through their pay before tax. Because the donation is taken out before tax, a £10 donation will actually only cost your employee £8.

What are the benefits for businesses?

- Simple to set up, tax efficient scheme, with tax deductible administration costs
- Open to all UK employees
- Great for your business profile if you're supporting a local charity
- Enhances social responsibility
- Aides staff retention and recruitment by boosting morale and motivation
- Increases your organisation's charitable giving with little effort or cost to you
- No limit on donations, and you can use the government's Payroll Giving Quality Mark

What are the benefits for staff?

- Tax efficient
- Simple way to give to charities
- No limit on the size of the gift
- No need to worry about Direct Debits or Standing Orders – just complete one simple authorisation form

What difference could payroll giving make to St Ann's?



£7.50

could go towards providing materials and paints for taking part in art therapies



£8.55

could pay for food for a day for one of our inpatients



£10.30

could help us top up toys in our play area to give families a place to enjoy together



£15.80

could go towards the materials required for patients to make a memory box for loved ones



£20.60

could pay for a hand or foot massage with one of our therapists to help a patient or carer relax



£30.60

could pay for a bereavement session for a loved one with our specialist team

Did you know, because payroll giving is a regular form of income for us, we can better plan ahead to provide care for our patients?

How to set up payroll giving

If you work with a payroll giving provider already, we can support you to set up to give to St Ann's, or if not, we've partnered with Charities Trust to help businesses wishing to donate to the hospice via payroll giving to do so. It's easy to set up.

Step 1:

Contact the St Ann's Corporate Fundraising Team who can help you get started.

Step 2:

Register with Charities Trust on www.charitiestrust.org and sign their payroll giving agreement.

Step 3:

They'll send you a welcome pack with full instructions about deducting the money from your employee's pay and sending the information/donations to them each month.

Step 4:

Start promoting the scheme to your employees. There are some ideas in this leaflet on how to do so.

Step 5:

Charities Trust will do the rest. They verify and pay out the donations to the hospice twice a month.

Ways to raise awareness of your payroll giving programme



Create an **ambassador network** with a group of key supporters inside the business who can help spread the word and explain payroll giving to colleagues



Communicate to staff regularly. We can give you lots of information to show how their support is making a difference to the lives of our patients.



Not everyone has access to a computer, so don't forget to put up **posters** or mention payroll giving in other offline ways, such as at **inductions, staff meetings,** or **newsletters.**



Can you provide **ongoing matching** for employee donations? If you can't provide ongoing matching, why not consider matching for limited periods to help promote the scheme and boost charity donations?



Celebrate! We'll recognise and thank all of your employees who make a contribution.

Why your support matters

We could tell you about the impact of hospice care on the lives of our patients and their loved ones, but, why not read their words instead?

"When you come here - it feels like coming home. Everyone looks after you so well."

"I've been guided through some difficult times and I'll be forever grateful."

"The staff take time to talk to you and it helps get things off your chest that are worrying you."

"St Ann's has made me stronger and able to go on. I've found a little bit of me again."

"There is a feeling of love, warmth and care in every corner of St Ann's from all the staff and volunteers."

Any queries? Please get in touch with our Corporate Fundraising Team – we'll be happy to answer your questions: **0161 498 3631 / corporate@sah.org.uk**



www.sah.org.uk
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