

An extra boost for charities - with digital pens

Payroll Giving in Action, the organisation that helps people to make tax-free charitable donations direct from their pay – has chosen Destiny digital pen technology to help speed up the process of signing up new donors.

The new system will reduce by up to two weeks the time taken to process each of the 30,000 new pledge forms secured every year by the organisation's fundraisers in the field, who enable individual employees of major companies such as Royal Mail and Whitbread to make a regular payment to the charity of their choice.

The introduction of the new technology has the potential to generate up to an additional up to 8 % per year increase in charitable donations through faster implementation of new pledges.

“In the past”, said Jeremy Colwill, Director of Payroll Giving in Action, “we had to manually scan and input the forms to our database, which was very time-consuming. It took up to two weeks to get new donors onto the programme. Now, with Destiny digital pens, the data from each new form is instantly transmitted from the field to our database. This means that we can start sooner on an earlier pay run, and charities can benefit faster. Once people have made their decision they want to begin straightaway – and this helps them do it.”

Once a fundraiser has completed a new pledge form, now redesigned as a digital paper document, they simply have to tick a SEND box for the data to be sent via a Bluetooth phone to Destiny's secure servers, where it is instantly converted and sent on to Payroll Giving in Action as a pdf and as a data file. Administrators here can access a dedicated portal to check and verify each form. Details are then immediately forwarded to the donor's company payroll and to the receiving charity so that payments can start.

An important factor in the choice of technology was the need to keep it simple, and not give the wrong impression by using expensive-looking hardware. “A pen is just a pen”, said Jeremy Colwill. “The difference is just that this one's really clever.”

Another key factor was the way in which Destiny technology helps Payroll Giving in Action to ensure an eco-friendly working environment, by significantly cutting down the paper consumption that was previously involved in copying and scanning.

The daily spreadsheets supplied by Destiny in CSV format also make it far quicker and easier for Payroll Giving in Action to provide regular summary data to the organisations they work with.

[Edward Belgeonne](#), CEO and founder of Destiny, said “It's great to be associated with such a worthwhile initiative. Many charities rely on payroll giving as a regular and long-term source of revenue, and we're glad to be able to help provide an additional boost.”



About Destiny

Destiny is the registered trademark for Destiny Wireless plc, a world leader in the delivery of digital pen and paper technology to the business market. Destiny uses Anoto Functionality™, and is a global partner and country agent of Anoto Group AB. In December 2007, Destiny announced the acquisition of the assets and intellectual property rights relating to Logitech's io2 digital pen.

Destiny helps organisations with mobile workforces to transform their operational efficiency and productivity, and advance their carbon-neutral performance – with little or no capital outlay or significant change to working practices. Its solutions encompass digital pens, digitised forms, mobile devices and web-based tools for the efficient collection and management of data from the field, effective job push and allocation, resource management, intelligent scheduling and asset tracking.

Destiny solutions are used extensively for applications in the public sector, healthcare, service, sales, maintenance, inspection and construction. Destiny has won and enabled customers to win a string of prestigious awards including the 2007 Growing Business Awards *Technology in Business*, Microsoft's *People Moving Business*, *Quality in Construction for Excellence in ICT* and the Information Age *Effective IT Award*. Edward Belgeonne, CEO and founder of Destiny, is the national winner of Ernst and Young's *Entrepreneur of The Year Award* for Science and Technology, 2007. Destiny was also nominated a finalist in the BCS IT Industry awards for the *Best Use of Green Technology Project Award* in conjunction with Advanced Peripheral Systems (APS).

For further information, please visit: www.destinyplc.com or call: +44-(0)8458-55-88-55

About Payroll Giving in Action

Payroll Giving in Action (PGA) is the leading provider of payroll giving promotions in the UK. PGA helps UK companies implement and successfully raise awareness of their Payroll Giving scheme. PGA recruits donations for a wide variety of UK based charities.

For more information on PGA, please visit www.payrollgiving.com or contact: Jeremy Colwill, Payroll Giving in Action, 11a Litchdon Street, Barnstaple Devon, EX32 8ND Telephone - 01271 342414 e-mail - jcolwill@payrollgiving.co.uk

Media Contact

Sarah Tourville, Voice It Consultancy (Destiny)
+44 (0) 1428 713445
stourville@voiceitconsultancy.com

