



National  
**PAYROLL  
GIVING**  
Excellence  
Awards

Showcasing the best examples of employers' commitment to Payroll Giving and the benefits to UK charities.

The awards will be presented at an evening reception on:

**5th October 2010**



Supported by HM Government, this Awards programme is delivered by the Institute of Fundraising.

## 2010 Main Award Categories are:

### Best Launch of a New Scheme

For the employer that has introduced a Payroll Giving scheme into the workplace and shown the best integration of launch activities, promotion to staff and target achievement.

### Best Relaunch of an Existing Scheme

For the employer that has reviewed a Payroll Giving scheme and increased their overall participation rate by adopting an active and innovative approach. The successful employer will have evaluated their methods of recruiting payroll givers and have planned for regular, ongoing promotional activities.

### Best SME Campaign

For the employer with up to 250 employees that has carried out a well-constructed and thought-out promotion with measurable results. The category winner will be able to show how the campaign was introduced and the important factors impacting on the outcome. The winner will also be able to illustrate that the campaign included originality, innovation and creativity.

### Best Large Employer Campaign

For the employer with more than 250 employees that has carried out a well-constructed and thought-out promotion with measurable results. The category winner will be able to show how the campaign was introduced and the important factors impacting on the outcome. The winner will also be able to illustrate that the campaign included originality, innovation and creativity.

### Best Public Sector Employer

For the public sector employer that has carried out a well-constructed and thought-out promotion with measurable results. The category winner will be able to show how the campaign was introduced and the important factors impacting on the outcome. The winner will also be able to illustrate that the campaign included originality, innovation and creativity.

### Best Third Sector Employer

For the third sector employer that has carried out a well-constructed and thought-out promotion with measurable results. The category winner will be able to show how the campaign was introduced and the important factors impacting on the outcome. The winner will also be able to illustrate that the campaign included originality, innovation and creativity.

## 2010 Supplementary Categories:

### Best Innovative Promotional Partnership

For a Payroll Giving promotion which was successful as a result of a partnership between the employer and any other organisation, including a Payroll Giving Agency, Professional Fundraising Organisation, Charity, Charity Consortium or other external organisation. The category winner will need to illustrate the expectations and outcomes of the partnership, highlighting innovation and creativity.

### The Most Successful Payroll Giving Promotion

This award will be allocated by the judges, if appropriate, and the selection will be made from the winners of all of the above categories.

# 2009 Awards

The 2009 Awards ceremony was hosted by the Rt Hon Stephen Timms MP, Financial Secretary to HM Treasury and the Rt Hon Angela Smith MP, Minister of State for the Third Sector. The winning organisations were presented with their awards at this prestigious event run by the Institute of Fundraising at HM Treasury.

The event was compered by Lindsay Boswell, Chief Executive of the Institute of Fundraising. A wide range of employers, charities and other voluntary sector representatives were present, alongside the media and government officials.

Award winners included: Beaverbrooks, Think Money Group, Whitbread Group PLC, Haygarth, Aviva, The British Heart Foundation and the London Borough of Islington. Many organisations that did not win their categories received 'Highly Commended' certificates, as the quality of the applications was so high.

## 2009 Winners

What some of the 2009 winners had to say...

Overall Winner: Best Launch of a New Scheme and the Most Successful Payroll Giving Promotion.



Representatives from Beaverbrooks receiving their Award



BEAVERBROOKS  
THE JEWELLERS

Beaverbrooks launched a new Payroll Giving scheme in May 2008 with the target of reaching the Gold Quality Mark (10% uptake) by March 2009. We were delighted that within 8 months we had more than doubled our original target by hitting a 25% uptake, with over 215 people taking part.

With our matching £ for £ our employees net donations, our people are generating £37,800 per year to over 99 charities. The huge success of the scheme portrays the generosity of our people and the effective promotional partnership we had with Workplace Giving UK.

**Susie Nicholas, Charity & Wellbeing Manager says:** "Our purpose at Beaverbrooks is 'enriching lives' and our Payroll Giving scheme is another easy way for our people to make a huge difference. We are extremely proud of the generosity of everyone within Beaverbrooks, which is clear from the amazing response to the scheme – £37,800 a year – wow what a result!"

# Ceremony



The Rt Hon Stephen Timms MP,  
Financial Secretary to HM Treasury  
presenting the Awards.



The Rt Hon Angela Smith MP,  
Minister for the Third Sector

## How to Apply

Go online to [www.pgxawards.co.uk](http://www.pgxawards.co.uk)

There is no charge for submitting applications.

**The deadline for Award nominations is 16th July 2010.**

(No entries will be accepted after this date).

## Eligibility Criteria

- To qualify for a 2010 Award, the Payroll Giving promotion/campaign must have taken place between April 2009 to March 2010.
- Applications are open to all employers receiving a 2010 Bronze, Silver or Gold Quality Mark Award.
- Employers can apply for one main award category, in addition to the Best Innovative Promotional Partnership supplementary category.
- Each award has its own unique criteria. For further details, visit [www.pgxawards.org.uk](http://www.pgxawards.org.uk)

## The Judging Panel

Our panel of judges have been selected from a wide range of backgrounds, including government, the media, business and the not-for-profit sector.

## The Awards Ceremony

The National Payroll Giving Excellence Awards will be presented at an evening reception and awards ceremony on 5th October 2010 at a high profile Government building in London.

All employers that have been awarded a 2010 Bronze, Silver or Gold Quality Mark Award are eligible to register to attend the Awards ceremony.

Places are limited, so please register early to secure your attendance.

Register online at [www.pgxawards.org.uk](http://www.pgxawards.org.uk)  
or email [info@payrollgivingcentre.org.uk](mailto:info@payrollgivingcentre.org.uk)

## For More Information

Call: **0845 602 6786**

Visit: [www.pgxawards.org.uk](http://www.pgxawards.org.uk)

Email: [info@payrollgivingcentre.org.uk](mailto:info@payrollgivingcentre.org.uk)



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### Winner: Best Third Sector Employer Campaign



#### Representatives from the British Heart Foundation

Payroll Giving has been offered at the BHF for the last 10 years but only in the last few years has it seen a very proactive approach to drive it forward and educate staff on its benefits. Our internal campaign has become one of the highlights in our Payroll Giving calendar with a real drive to take it forward. We currently enjoy a take up of 13% with 37 different charities being supported through annual donations of £6,348. The BHF is proud of the employee involvement in this vital and effective fundraising tool!

**Aneesha Moreira, Director of Fundraising, says:** *"What a great in-house campaign we have created – very personal, different and connecting. As a participant, it felt good – fundraisers after my own heart!"*

### Winner: Best Public Sector Employer Campaign



#### Winners: London Borough of Islington

The London Borough of Islington introduced a Payroll Giving scheme in 2006, and by March 2008 we had only 2.5% of our employees on board and the Bronze Quality Mark.

From March 2009, we have operated the most successful payroll giving scheme out of the London Boroughs with 7.3% of employees taking part in the scheme. Staff are now raising in excess of £40,000 per year for 110 different charities.

**Maria King, Director of Human Resources said:** *"This is a great achievement and it is pleasing to know that the contributions made by our employees on a regular basis are helping so many great causes."*



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Lindsay Boswell, Chief Executive of the Institute of Fundraising, and the Rt Hon Angela Smith, Minister of State for the Third Sector.



The staff of Payroll Giving in Action enjoy their clients' success at the 2009 Awards.

**Further information contact:**

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The National Payroll Giving Excellence Awards programme is an Institute of Fundraising initiative, funded by HM Government and administered by the Payroll Giving Centre.

The Institute of Fundraising is a charity registered in England and Wales (No. 1079573) and Scotland (No. SC038971), and a company limited by guarantee (No. 3870883).