

11

DOWNING STREET



National
**PAYROLL
GIVING**
Excellence
Awards

Showcasing the best examples
of UK employers' commitment
to Payroll Giving

Tuesday 18th October 2011

Contents

| | |
|-----------------------------------------|--------------|
| Foreword | 1 |
| Welcome Note and Judging Panel | 2-3 |
| The Awards | |
| Best Launch of a New Scheme | 4-5 |
| Best Re-Launch of an Existing Scheme | 6-7 |
| Best Large Employer Campaign | 8-9 |
| Best SME Campaign | 10-11 |
| Best Civil Society Employer Campaign | 12-13 |
| Best Public Sector Employer Campaign | 14-15 |
| Best Innovative Promotional Partnership | 16-17 |
| Best Overall Campaign | 18-19 |
| Thank You | 20 |

Agenda

| | |
|--------------------|-----------------------------------------|
| 6.00pm | Arrival and Drinks |
| 6.30pm | Awards Presentation (MC Peter Lewis) |
| 7.15-7.55pm | Canapés and Networking |
| 8.00pm | Event Closes |



A handwritten signature in black ink that reads "Justine Greening".

Justine Greening MP
Economic Secretary
to the Treasury

Payroll Giving is an excellent example of giving. It is a tax-effective way to give to charity and provides a sustainable and predictable income for charities. It gives me great pleasure to see so many organisations continuing to support the voluntary sector in this way, especially in the current economic climate.

The Government continues to support the sector and champion giving in the workplace. Earlier this year we published the Giving White Paper when we announced new ideas to support the Payroll Giving concept. One of these was to introduce a new top level Platinum Quality Mark for those employers that go out of their way to increase levels of Payroll Giving. I am pleased to announce that this new Quality Mark will be available to employers from April 2012.

The organisations recognised here tonight deserve to be applauded for taking a lead in encouraging their staff to give to so many excellent causes. Their efforts have supported a healthy 7.5 per cent increase in giving for 2010/11 over the previous year. In 2010/11 some 720,000 people donated £114 million to charitable causes through Payroll Giving. It shows that in these difficult times our nation continues to be one of the most generous in the world.

I would like to congratulate all tonight's winners and thank everyone who took part in the Awards. I should also like to thank the Institute of Fundraising for its continued work to promote Payroll Giving and for the opportunity to present these prestigious Awards.



Peter Lewis
Chief Executive,
Institute of Fundraising
The professional body
for UK fundraisers

Your Master of Ceremonies

Welcome to the fifth annual National Payroll Giving Excellence Awards.

A former city solicitor, Peter took the role of Chief Executive of the IoF on 3rd October 2011.

Prior to joining the IoF Peter was the Chief Executive of London Voluntary Service Council, which provides advice, training and an independent policy voice for London's voluntary and community sector.

Since leaving the law Peter has worked for national homeless charity Crisis, been CEO of the London Cycling Campaign and held a senior role at the Greater London Authority for six years.

Peter says' "I am delighted to be taking over as this year's MC and would like to thank all those involved in promoting Payroll Giving."

Judging Panel



Ian Harris Chairman of
 the Judging Panel

He is a Director and Co-Founder of Z/Yen Group Limited, specialising in strategic planning and systematic performance improvements.

With a degree in Economics and Law from Keele University and as a Chartered Accountant, Ian formerly led Binder Hamlyn's management consultancy's financial management systems unit. Ian works with a broad cross-section of not-for-profit sector clients and he helped to conceive and launch the award-winning joint venture, Charityshare. Ian is Chair of BCS The Chartered Institute for IT's Ethics Group.



Karen Thomson

Karen has 15 years experience in payroll and pensions, latterly at Carlisle City Council. She joined the Policy & Research team of Institute of Payroll Professionals in March 2003 and is responsible for assisting members via writing News On Line and regular Payroll Professional articles.

She also looks after all IPP consultation with the Department of Work and Pensions and the Scottish Parliament.



Jane Banks

Jane is currently with the British Heart Foundation developing Payroll Giving. She helped them win the first ever Best Third Sector Employer Campaign at the National Payroll Giving Excellence Awards 2009.

Previously Jane headed up the Corporate Services Team with CAF developing campaigns within the FTSE350 and developing Payroll Giving services in Bulgaria, India, Russia and Australia, whilst successfully lobbying for tax advantages for people donating in Australia.



Sir Gus O'Donnell
Cabinet Secretary
and Head of the Home
Civil Service

Sir Gus O'Donnell became Cabinet Secretary and Head of the Home Civil Service in August 2005.

Prior to that, he was Permanent Secretary to HM Treasury from 2002 to 2005. He worked as Managing Director, Macroeconomic Policy and International Finance from 1999 to 2002 and as Director of Macroeconomic Policy and Prospects from 1998 to 1999.

He also served as the UK's Executive Director to the IMF and World Bank from 1997 to 1998 and as Head of the Government Economics Service.



Sarah MacKinlay

Sarah is the editor of Payroll World magazine and has played a leading role in the magazine for over three years.

In addition she was launch editor of the political magazine Total Politics which she continued to edit for two years.



Andrew Edwards

Andrew has been Head of HMRC Charities since April 2010. He joined the Inland Revenue – now HM Revenue and Customs – in 1989 after a brief spell as a teacher.

In HMRC he has had a varied career as a tax inspector in local offices before moving to Head Office where he has worked in a variety of policy and operational roles.



Louise Richards

Louise has been Director of Policy and Campaigns at Institute of Fundraising since April 2009. She leads the Institute's campaigning activities and policy, standards and information functions. She is a languages and politics graduate from the University of Leicester.

Prior to joining the Institute, she was Chief Executive of War on Want and Computer Aid International. She is also a board member of Community Heart, and represents the Institute on the Board of the European Fundraising Association. Louise also worked for over twenty years as Head of International for UNISON.



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



INVENTIVE

L E I S U R E

Inventive Leisure, trading as Vodka Revolution Bars, is a bar and nightclub operator which produces its own 30-strong range of vodkas and offers 50 imported vodkas. The group currently has its own vodka plant in Manchester, 63 bars and a headquarters with a total of 2000 employees.

The judges felt this was an excellent application that demonstrated real enthusiasm and sense of pride in its achievements. The scheme was forward thinking and recognised the employer's turnover of staff, but still encouraged future take up of Payroll Giving at subsequent employers. Inventive Leisure also took the time to have desk to desk visits with HQ staff which really targeted a key audience.



Manchester United Limited employs 520 full time staff at Old Trafford, dealing with ticket sales, corporate partners, marketing and general maintenance of stadium and grounds.

The judges thought the 'Make a Change' campaign was innovative. This employer used its in-house design team, paid the administration charges and is one of the few premier football clubs embracing Payroll Giving



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



Close Brother Group plc is a UK based financial services group. It operates through three divisions; Banking, Securities and Asset Management, and has 2,252 employees in the UK within 12 businesses at 32 office locations.

The judges felt this was an outstanding creative and innovative campaign using text messages, the Nifty Fifty scheme – a one-off £50 donation incentive at induction -not done before - and thank you emails. It massively exceeded targets, reaching 11.3% take-up, aided by promoting the scheme as a workforce benefit and covering the administration fee.



Family-owned Henderson Group is one of the largest employers in Northern Ireland with 2,258 employees, distributing food and grocery-related products to the convenience retail sector.

The judges thought this was a fantastic demonstration of what can be achieved with drive and commitment in the face of economic difficulties. The re-launch planning showed that this employer had researched and targeted properly, had buy in from Chairman, MD, Board and SMT, while paying the administration fee and donor matching.

Shortlisted

**Britvic Soft Drinks
Capita
Saga Group Ltd**



For the employer with more than 1,000 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.



Whitbread™

Whitbread PLC is the UK’s largest hotel and restaurant company including Premier Inn, Beefeater, Table Table, Brewers Fayre, Taybarns and Costa Coffee. It employs over 35,000 people and serves more than 11 million customers every month in 2,000+ UK outlets.

The judges believed that the results of 20% take-up are incredible given the fact that Whitbread has a largely transient workforce, many of whom are on the national minimum wage. The judges liked the innovative, (prizes, fairgrounds) inclusive approach, double matching, translation of materials for employees & innovative online employee benefits page. The scheme had excellent objectives, with clear measurements in place for the outcomes.



Marshalls

Creating Better Landscapes

Marshalls plc is the UK’s leading manufacturer of stone and concrete landscaping products. The Group operates quarries and manufacturing sites throughout the UK with a 2,400 strong workforce.

The judges felt the commitment shone through with excellent results in the face of a really difficult, challenging environment. The objectives were clear and measured, the employer seems to really care about its employees and is now paying the administration fee

Shortlisted

Prudential UK

**Molson Coors (UK & Ireland)
Brewing Company**



For the employer with up to 1,000 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.



Think Money Group is one of the UK’s longest-established providers of financial products and advice with over 950 staff at 4 offices in and around Salford Quays and one smaller office of 35 employees in Glasgow.

The judges felt this application was inspirational, with unprecedented campaign outcomes – now 88% of employees and 90% of all new starters give through this scheme. It was very impressive how Payroll Giving is co-ordinated and integrated into a wider giving program with links to various incentives. It covers a diverse range of charities, showing a genuine commitment to deliver to charity and to the employees’ values.



ASOS.com is a global online fashion and beauty retailer with 660 employees based in Camden, North London and Hemel Hempstead.

Clear objectives with realistic enthusiasm, along with engagement of its workforce impressed the judges. The judges felt the Winter Wonderland was a very creative and innovative idea. Excellent improvement from an already impressive re-launch last year.

Shortlisted

**Abbott Mead Vickers BBDO
DRL Limited
Tullow Oil plc**



For the Civil Society 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.



Marie Curie Cancer Care provides high quality nursing, totally free, to give people with terminal cancer and other illnesses the choice of dying at home, supported by their families. They have 250 HQ staff in Vauxhall, with the rest of their 4000 staff based in 11 offices, 9 hospices and other home-based locations throughout the UK.

The judges felt that this charity had put a lot of thought into promoting Payroll Giving in the round, not just for itself. The charity has an imaginative programme and uses its scheme as a case study for external organisations. It also has buy in from the CEO and the management teams



Retail Trust is the only charity that looks after all three million people working in retail, plus those retired from the sector and its associated businesses.

The judges thought this was a very well structured application which showed enthusiasm, innovation and good lateral thinking. What started as pilot is being expanded to other retailers – Morrisons' support helping to make this initiative succeed



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.



HMRC is one of the biggest central government departments. Created on 18 April 2005, bringing together the work, resources and people of the Inland Revenue and HM Customs & Excise, they have 65,960 permanent staff in approximately 490 buildings.

The judges commended this campaign for maintaining Gold status for the 4th year running, in the face of a challenging economic and political climate. HMRC also did well to overcome some specific and significant security issues. Since 2007 HMRC staff have donated more than £2.7 million to charity via Payroll Giving.

Please note: Andrew Edwards, who works for HMRC, did not participate in judging this award.



For a Payroll Giving promotion which was successful as a result of a partnership between the employer and another organisation, including a Payroll Giving Agency, Professional Fundraising Organisation, charity or charity consortium or other external organisation.

The category winner will need to illustrate the expectations and outcomes of the partnership, highlighting innovation and creativity.



Think Money Group is one of the UK's largest and longest-established providers of financial products and advice with over 950 staff at 4 offices in and around Salford Quays and 35 employees in Glasgow.

The judges felt this application was inspirational, with unprecedented campaign outcomes. The employee buy-in and the company's dedication are a real example of what Payroll Giving is all about, while the partnership with Jubilee Action proved how much can be achieved when organisations work together. Using Jubilee Action's skills & expertise, this employer matched its UK & International objectives for mutual benefit and committed to long term, sustainable projects helping orphaned and deaf children.



CAPITA

Capita is the UK's leading business process outsourcing and professional services company, with 33,500 employees in the UK with over 350 business sites across the UK, the Channel Islands, Europe and India.

The judges felt that Capita clearly value the support from their partner organisations, Charities Trust & Hands on Helping. Their branding 'I♥PG' was simple but very effective.

Shortlisted

**Close Brother Group plc
DRL Limited
Prudential UK**



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



Whitbread™

Whitbread PLC is the UK’s largest hotel and restaurant company including Premier Inn, Beefeater, Table Table, Brewers Fayre, Taybarns and Costa Coffee employing over 35,000 people and serve more than 11m customers every month.

The judges felt this was a truly excellent campaign conducted in very difficult circumstances, generating in excess of £250k per annum, fantastic in the current economic climate. The 20% take-up is incredible given the fact that Whitbread has a largely transient workforce, many of whom are on minimum wage. Whitbread also promoted the Freedom Account to help people manage their charitable donations more flexibly across the year, allowing support of preferred charities some months or use of the funds to give to sponsorship requests in others. This campaign is a beacon of good practice, ideas from which should help employers large and small, in all sectors, to increase greatly the success of their Payroll Giving campaigns.



Think Money Group is one of the UK’s largest and longest-established providers of financial products and advice with over 950 staff at 4 offices in and around Salford Quays and 35 employees in Glasgow.

Having exceeded their targets, 88% of their employees now contribute around £5,750 to charities each month through Payroll Giving. 90% of new starters signed up to the scheme in the first week of joining the business, converting 25% of non-givers this year, the judges felt this application was inspirational. It covers various charities, including being the sole support for its own Deaf School and Skills Training Centre in Rwanda.

Thank You

We would like to thank this year's host of the National Payroll Giving Excellence Awards, No.11 Downing Street, Justine Greening MP, Economic Secretary to HM Treasury, Sir Gus O'Donnell, Cabinet Secretary and Head of the Home Civil Service and the judges for their continued support.



National
**PAYROLL
GIVING**
Excellence
Awards

Your feedback on this year's event would be most helpful so that we can plan the 2012 Awards and integrate new ideas. Please send your feedback to the Payroll Giving Centre by 2nd December 2011.



About the Institute of Fundraising

The **Institute of Fundraising** is the professional membership body for UK fundraising, working to promote the highest standards in fundraising practice. The **Institute of Fundraising's** mission is to support fundraisers, through leadership, representation, standards setting and education, to deliver excellent fundraising.

Committed to raising standards in fundraising practice and management, we engage with charities, Government, media, the general public and other bodies to positively influence the UK fundraising environment. We work to nurture the knowledge and standards of all those who undertake fundraising, offering an extensive range of training and networking opportunities.



About the Payroll Giving Centre

The **Payroll Giving Centre** is administered and promoted by the Institute of Fundraising and funded by HM Government. It exists to give general advice on Payroll Giving to businesses, charities and the general public. The website, www.payrollgivingcentre.org.uk is an independent resource centre for Payroll Giving, and includes information on Payroll Giving, the Payroll Giving Quality Mark and the National Payroll Giving Excellence Awards, with free guidance material, promotional literature and useful links.

The gold standard.

Once again, Aura is proud to be supporting the **National Payroll Giving Excellence Awards.**

We work closely with the Institute of Fundraising to creatively, and cost effectively spread the word of best practise fundraising – using online and offline communications.

Give your communications **The gold standard.**

AURA

The creative communications people



call: **01623 689604**

email: **steph@aura-online.com**

www.aura-online.com

online

emarketing
ecommerce
Website design
iPhone & iPad Apps
Website production & hosting
SEO and PPC
emailers & tracking
Digital strategy
Social media
Customer surveys

offline

Branding
Campaigns
Design
Corporate identity
Advertising
Market research
CRM
Copywriting
Telemarketing
Database building



National
**PAYROLL
GIVING**
Excellence
Awards

If your organisation would like to be one of the sponsors for next year's National Payroll Giving Excellence Awards, please call the Payroll Giving Centre to request a sponsor's information pack.

Payroll Giving Centre

PO Box 52709, London EC3P 3WX

Phone: **0845 602 6786**

Email: **info@payrollgivingcentre.org.uk**

Web: **www.payrollgivingcentre.org.uk**

