



The Smart Way To Give Through Your Payroll

AUGUST 2011 (Barnstaple, UK): Payroll Giving in Action – the quick and easy way for people to donate to charity straight from their pay – has launched the UK's first smartphone-friendly payroll donation service.

The new mobile service – called “GO Mobile” – gives the estimated 17 million and rising smartphone users in Britain a swift, secure and flexible means of helping the charities and good causes of their choice tax-free.

For the first time, owners of all smartphone devices – including iPhone, Blackberry and HTC – can now access Payroll Giving's highly successful Giving Online initiative, which allows employers to create and promote their own Payroll Giving donor recruitment website to employees.

The arrival of GO Mobile comes just days after a new report by telecoms regulator Ofcom showing that nearly one in three adults in the UK now owns a smartphone.

It also chimes with Prime Minister David Cameron's pledge to promote Payroll Giving as part of his Big Society vision.

Payroll Giving in Action (PGA) founder and director Jeremy Colwill says that accessing the Payroll Giving scheme online or via mobile internet is the “way forward” for charitable donations.

Speaking from the organisation's head office in Barnstaple, Devon, he said: “Giving Online is already the easiest way for employers and employees to support their favourite charities on a regular and tax-free basis.

“With GO we have now made this service fully compatible with all smartphone devices, meaning that people can donate to charity anywhere, any time, quickly and securely.

“With the increasing uptake of smartphones having a direct effect on the use of mobile internet, we believe GO represents a fantastic new arena for charities to benefit from payroll giving.”

The Payroll Giving scheme is a tax-free way for tax payers to give money to registered charities.

Donations are deducted before tax so each £1.00 given will only cost the donor 80p, or 60p for those on a higher rate tax.

Since its introduction in 1987, it has proven to be a valuable, long-term source of revenue, providing regular income to help charities budget and plan ahead more effectively.

Charities, however, have found it difficult to use the scheme as a fund-raising mechanism, with the benefit of receiving tax-free donations directly from wages being offset by the considerable cost of recruiting people to the scheme through the distribution of literature and by giving presentations nationwide.

PGA was set up with the idea of simultaneously representing as many charities as possible by pooling the resources required to gain the benefits. To date, this has led to over £30million being donated to charities with an average 25,000 new pledges per year.

Giving Online alone has so far accounted for £1.75million in donations and 3,400 new pledges.

Mr Colwill says that with the roll-out of Giving Online and GO Mobile – as well as the implementation of unique QR (Quick Response) codes for every PGA-created website – he expects the organisation to reach £10 million in donations within the next 12 months.

He added: “It's a win-win situation for charities, employers and donors.

“Employers benefit from having a simple, branded online facility for staff to use that can promote charity partners and help achieve a Gold Quality Mark Award.

“This site can then be shared with employees electronically or via a specially-created QR code, which can be added to official literature to really open up the promotion of Payroll Giving online.

“And for employees, the time savings are huge. It means no more paper forms to fill in and the freedom to give, amend or cancel donations at a convenient time.”

Jeremy Colwill of Payroll Giving in Action is available for interview. Please contact him by telephone 01271 326131, or by emailing enquiry@payrollgiving.co.uk



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