



Royal Mail celebrated the commitment of its people to charitable giving, as it posted a record-breaking set of results from its payroll donation scheme.

Royal Mail was among the first organisations to set up payroll giving in 1989, and its scheme is currently one of the largest in the UK. Over the last 18 years, employees have consistently shown their commitment to payroll giving by donating over £32 million to charity, with 27% of employees currently subscribed to the scheme.

As part of its payroll scheme, Royal Mail works with Charities Trust who manage the administration and provide ongoing support with the promotion of their scheme, Charities Trust are a national payroll giving approved by the HMRC and donation management agency, for corporate, employee and individual fundraising.

Charities Trust is a non-profit making organisation and a charity in its own right and offer a diverse range of services developed from the culture of supportive working relationships with all their clients. If you need a solution they will develop one that fits your needs and then offer this as a service to other clients allowing others to follow your best practise

The new figures reveal that Royal Mail staff raised £2.6 million last financial year – up almost £440,000 on the previous 12 months. Since their scheme started in 1989 staff have delivered a massive £32,433,298 to the charity sector.

More than a quarter of Royal Mail employees (50,000) now make monthly payroll contributions – at a rate of £295 an hour - compared to a maximum four per cent of the general UK workforce.

An extra 7,000 new participants have been recruited to the scheme over the past year alone, between them giving to more than 850 charities. Help the Hospices, chosen by Royal Mail people to be the company's official charity partner, is the lead beneficiary - receiving almost a quarter of a million pounds through payroll giving in the last twelve months.

- According to the Institute of Fundraising, almost 620,000 employees across the UK donated £62.4million through payroll between April and December 2006.
- Between them, Royal Mail staff donate £55,006 each week, or £295 an hour, through the payroll scheme
- In 2005-6, 2p in every pound that was raised from payroll giving in the UK came from the pockets of Royal Mail staff.

Crediting its people for their first-class payroll performance, Royal Mail has set itself the target of raising £5 million pounds a year through payroll by 2013.

Kay Allen, Head of Social Policy at Royal Mail Group, is confident that people who work for Royal Mail, Post Office Ltd and Parcelforce Worldwide can continue to deliver through payroll giving.

She said: “The figures are astonishing. With almost 50,000 employees signed up to our scheme, eight per cent of the UK’s payroll givers work at Royal Mail. Each and every one of our “payroll posties” should be congratulated on their efforts – they’re part and parcel of an incredible success story.

“With their support, we’ve already reached the half-way milestone for the £5 million target, and will continue to work hard to generate even further revenue for the hundreds of charities that already benefit from the scheme.”

A recent Institute of Payroll Professionals (IPP) study revealed that 21 per cent of people across the country give no money at all to charity.

Chief Executive of the IPP, Maurice Cheng, said: “Charitable donations deducted straight from workers’ salaries are a remarkably effective way to raise money for good causes – yet hugely under-exploited. Royal Mail’s performance over the last year illustrates what can be achieved when an organisation really gets behind payroll giving.

“With many payroll professionals keen to introduce similar systems in their own companies, we would urge all local employers to find out more about how they can help their staff donate to good cause - tax and hassle-free.”

Royal Mail attributes its recent record-breaking results to a conscious shift in approach to payroll giving over the last year. Working with the Charities Trust, Royal Mail’s payroll giving agency, the focus has been on embedding payroll giving within the DNA of the organisation, by engaging its 185,000 employees directly with payroll giving. They have ensured that all employees know the scheme is available and provide many routes to enable staff to sign up to the scheme that most successful route has been working with Payroll Giving in Action, their chosen professional Fundraising Organisation who visit each of their sites at least once a year using face to face presentations with staff.

Staff involvement ranges from nominating and selecting an official charity partner across the business – Help the Hospices for the past three years – to presentations designed to generate on-the-spot sign-ups. For example, backed by senior management, professional fundraising organisation Payroll Giving in Action has made over 4,500 visits to Royal Mail, Post Office Ltd and Parcelforce Worldwide sites over the last year, presenting the benefits of the scheme directly and allowing employees to find out more about the system in person.

The payroll scheme is part of a wider fundraising and volunteering campaign which is also thriving, raising almost half a million for the charitable sector over the past year. 12,000 staff took part in fundraising activities last year and there are now more than 125 community co-ordinators in place across the business, encouraging even more participation in charity events