

# Helping your employees give to Martha Trust





## Payroll giving is an incredibly simple and effective way to encourage charitable giving in the workplace.

Easy to set up and completely tax free, employees can make regular donations to Martha Trust, direct from their pre-tax pay.

And by choosing to pay the administration costs, matching or even double-matching donations, your company can show support for its employees while increasing the value of their giving.

Martha receives  
a donation of  
**£15.00\***

As a 20% taxpayer  
it costs your employee  
**£12.00**

Martha receives  
a donation of  
**£15.00\***

As a 40% taxpayer  
it costs your employee  
**£9.00**

\* where an employer pays the administration fee on behalf of their employee

## The benefits

**Payroll giving is a great way to support the charitable giving of your staff.**

It can boost morale and create a real sense of community within the workplace. It can also generate positive PR, raise the profile of your company and give you a competitive advantage in the marketplace.

As well as being easy to set up and administer for you, there is no need for Martha Trust to reclaim tax on the donations as they are tax-free. And most importantly of all, it provides us with a vital source of regular income, allowing us to plan for the future.



*The money we raise helps to ensure that our residents achieve their full potential and get the very best opportunities in life.*

## Why choose Martha Trust?

**Martha Trust is transforming the lives of people with profound disabilities – and we make every penny count.**

The money we raise helps to ensure that our residents achieve their full potential and get the very best opportunities in life. By supporting Martha Trust, you and your staff can make a real difference to this vital work.

## How to run a payroll giving promotion

For payroll giving to be effective it has to be properly promoted so that people can fully appreciate the benefits.

### Get them interested

A teaser campaign ahead of your promotion is a great way to raise awareness of Martha Trust and show how payroll giving can be used to support our work. You can download posters, tray liners and menu cards from our website at [www.marthatrust.org.uk/payrollgiving](http://www.marthatrust.org.uk/payrollgiving) and put messages out on your Intranet, staff newsletter and in payslips.

### Talk the talk

Wherever possible, talk to people face to face. Put together a team of payroll giving 'champions' to visit people at their desks and host informal meetings to explain the work of Martha Trust and the benefits of payroll giving.

Make sure your campaign is highly visible with information on noticeboards, Intranets, newsletters, email and in staff areas, and set up a stand somewhere central and accessible, where people can go to ask questions and sign up.



*We will keep you regularly updated about the impact your donations are having on our work and on the lives of our residents.*

## Walk the walk

Lead by example and engage your senior management team in the process. Better still, encourage them to sign up ahead of the promotion to show their support.

Demonstrate your commitment by offering to pay the administration costs on behalf of your employees and, if you can, match their donations pound for pound. It can be a great motivator to know that every penny you give will be doubled by your employer.

## Call to action

Always ensure that people have an immediate opportunity to sign up to payroll giving while the idea is still fresh in their minds. Once they have signed up and the first donation has been deducted from their pay, they will barely notice it.

## Follow up

Thank people for signing up to payroll giving using the specially designed 'Thank You' posters and payslip covers from Martha Trust. And let people see the value of their donations by working out how much is being given in total each month, including any match funding.

We will keep you regularly updated about the impact your donations are having on our work and on the lives of our residents, and we would be happy to visit you in person to thank your staff for their support.

## Keep up the good work

Getting your employees signed up to payroll giving is just the start. Most people forget about the donation coming out of their pay each month, so it is vital to remind them of the good work they are helping to support.

And to ensure their giving keeps pace with inflation, encourage them to increase their donations, particularly around the time of pay increases, promotions and bonuses.

Think of payroll giving as a staff benefit, including it in job ads and induction packs, and make sure you publicise your charitable support through your website, social networks, newsletters and in press releases.



*Regular donations, whether large or small, help to ensure that the lives of our residents are as happy, active and fulfilling as they can possibly be.*

## Let us help

Whether your company is thinking of setting up payroll giving or you already have a scheme in place, Martha Trust can help.

We can provide a range of materials to promote payroll giving and the work of Martha Trust, and a member of our fundraising team can be available on site to help with promotions and presentations.

We are happy to offer advice and guidance on all aspects of payroll giving so please

call us on **01304 610448**

email **[fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)**

or visit **[www.marthatrust.org.uk/payrollgiving](http://www.marthatrust.org.uk/payrollgiving)**

To find out more about running a payroll giving scheme visit the Payroll Giving Centre at **[www.payrollgivingcentre.com](http://www.payrollgivingcentre.com)** or call **0845 402 4771**.

Regular donations, whether large or small, help to ensure that the lives of our residents are as happy, active and fulfilling as they can possibly be.

So behalf of everyone who lives and works at Martha Trust – **thank you.**



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