

Cancer Research UK's response to HM Government's Consultation on Payroll Giving - April 2013

Background information

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research. We support research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses. In 2011/12 our total fundraising income was £432 million. The charity's pioneering work has been at the heart of the progress that has already seen survival rates in the UK double in the last forty years.

We welcome the Government's focus on Payroll Giving and the opportunity to respond to this consultation. This will build on other helpful measures to support charities in a difficult economic climate, for example, exempting charitable donations from the Income Tax Relief Cap and introducing tax reliefs for donors giving 10% of their estate to charity.

We are the UK's largest recipient of gifts via the Payroll Giving scheme, receiving over £4.1 million in 2011-12 from over 51,000 donors. This is equivalent to the amount we spent on all our pioneering research in Wales last year. This includes the Cardiff Cancer Research UK Centre, where a network of scientists, doctors and nurses are working to improve the care of cancer patients across Wales and beyond. For example, the largest lung cancer trial in the world is based in Cardiff, involving people from over 150 UK hospitals.

While Payroll Giving raises far less money for Cancer Research UK than Gift Aid, it provides choice for donors in how they can give tax efficiently, and particularly appeals to younger audiences. Use of the scheme helps to promote a social norm of giving.¹ Payroll Giving has considerable benefits for HMRC, particularly as there is no question of tax being paid in error to charities.

Summary

- While we welcome reform to the administration of Payroll Giving, effective leadership from both Government and senior business leaders in promoting the scheme is the most important factor that will lead to a significant take-up by both employers and employees. With effective promotion, we believe that there is scope to double our Payroll Giving income over the next four years. At a time of economic stringency, when direct funding of new initiatives is difficult, the Government can use its influence to make a difference for charities.
- The most beneficial system reform would be the use of a central Payroll Giving 'portal'. Employees, employers, charities and Government would all benefit from this. The public could be signposted to the portal during campaigns, and this would allow campaigns to be properly evaluated. The beginnings of such a site already exist (for example – workplacegiving.co.uk/giving/). We ask that Government liaises with stakeholders to examine the feasibility of a similar site being developed.
- We commissioned quantitative research, through 1,000 online interviews with a nationally representative sample of employees. A summary can be found in Appendix One. Key findings are that 43% of employees don't understand what Payroll Giving is; one of the main reasons why people don't sign up is a lack of awareness (37%); it appeals most to 18-34 year olds; 25% of people would be willing to take it up in future; 50% of donors would be happy for the charity they support to contact them in future, and only 23% of donors transferred their gift when they moved employers.² Government and senior business leaders should do more to promote Payroll Giving, and priority should be given to promoting the scheme among those in the younger age groups where possible.

¹ Our research shows that 44% of payroll givers like the scheme because they can set up a gift and then take no further action. See Appendix One for more information.

² Research commissioned for Cancer Research UK. Please see Appendix One for further information.

Question 1

Do you agree that there is scope to improve Payroll Giving to increase the number of:

- ***employers offering a Payroll Giving scheme***
- ***donors using Payroll Giving***

to lead to additional giving overall, without affecting other forms of giving, such as donations made under Gift Aid?

What would you recommend to increase these numbers?

Cancer Research UK agrees that there is considerable scope to increase the number of both employers offering a Payroll Giving scheme, and of donors using Payroll Giving. It has the potential to lead to a large amount of additional giving to charities. As around 40% of Payroll Giving donors do not give in any other way,³ we believe that overall charitable giving could increase significantly with an improved Payroll Giving system.

Our realistic estimate is that the promotion of Payroll Giving could lead to our donor base and income in this area doubling by 2017. This could mean that over £4 million more a year would be available to spend on cancer research.

Research findings and evidence

It is very disappointing that only 2% of UK employers currently offer Payroll Giving schemes, with just 3% of the workforce donating in this way. Our research shows that as a method of giving to charity it appeals to 42% of employees, with 25% willing to take it up in future. However, 43% of employees do not understand it.⁴

While administrative improvements to the scheme are welcome, their benefits are likely to be marginal. Without doubt, the most important factor that will significantly increase the amount raised through Payroll Giving is a dramatic increase in the number of employers offering the scheme. Our research shows that people are most likely to hear about Payroll Giving through a communication from their employer (17%) or a charity (14%). Only 4% heard about it through a fundraiser who visited their company (PFO).⁵

Our research also shows that Payroll Giving appeals to 59% of 18-24 year olds; 36% of 35-54 year olds and 32% of those 55 and over. Although the under 35s have the highest likely take-up, they are also the most likely to be put off by a lack of awareness and understanding of Payroll Giving. 28% of under-35s are not aware of the scheme, compared to 21% across all ages.⁶

In light of these research findings and evidence, it is important that:

- There is a significant increase in the number of employers offering Payroll Giving schemes, along with increased awareness of the scheme more generally. The Government's proposed promotional campaign⁷ would be extremely useful for this.

³ Payroll Giving Review commissioned by the Institute of Fundraising, 2008.

⁴ Research commissioned for Cancer Research UK. Please see Appendix One for further information.

⁵ Ibid.

⁶ Ibid.

⁷ Proposed in the Giving White Paper, HM Government, May 2011; and mentioned in the consultation document.

- Senior business leaders do more to promote the scheme.
- Priority is given to promoting the scheme to younger age groups where possible.

Leadership from Government and business leaders

While we accept it is not realistic to compel all employers to offer a Payroll Giving scheme, we believe a range of initiatives could be explored to encourage employers to take Payroll Giving more seriously:

- Senior Cabinet level leadership is required to promote the scheme to senior business leaders, and further among the general public. We have a number of specific ideas on how this could be done, which we would be happy to share.
- The Government's proposed 'year-long national profile-raising campaign' to promote Payroll Giving⁸ would be extremely welcome. A target of 10% uptake among employees whose employers are signed up to the scheme could be set, with appropriate recognition given to organisations starting a scheme, and those with existing highly performing ones. An improved Payroll Giving Quality Mark Scheme would help – providing motivation for organisations to achieve this standard. The Government could promote and celebrate companies that match and enhance the scheme for employees. For example, around 40% pay the administration charges to PGAs so that the full donation goes to charity.
- The Government could commission research into why companies do not set up Payroll Giving schemes. This could form part of their engagement with larger companies and their Chief Executives.
- The Department for Business, Innovation and Skills and Companies House could require that businesses with more than a given number of employees report in their annual accounts whether they provide a Payroll Giving scheme and what the level of employee uptake is. This would be similar to the existing requirements to provide information on employee engagement and steps taken to help employees cope with disability.
- The Government could consider matching schemes and tax breaks for companies that operate Payroll Giving successfully in the longer term.
- The Government could investigate shadowing schemes, highlighting companies where Payroll Giving take-up among employees is high, such as Royal Mail and RBS. These could involve senior staff at companies considering setting up a scheme being paired with companies that are running one successfully, to see how it can be promoted to employees.

There are a number of companies that promote their Payroll Giving schemes extremely well. For example, around 25% of Royal Mail employees (39,000)⁹ are signed up to their scheme, supporting a wide range of local, national and international charities. The scheme is widely promoted internally, using charity case studies and occasional offers (for example, to further promote Charity of the Year partnerships). The scheme benefits from senior leadership, and a wide range of communications with staff to promote it. Other employers could learn from this approach to ensure high uptake rates.

Portal

A Payroll Giving online portal would be a major innovation in assisting Government, businesses and charities to promote the scheme. This would provide donors with an engaging experience and enable them to see if their employer operates Payroll Giving (and register their interest if not). It would also allow donors to donate online, Government to track the success of campaigns and provide charities with timely reporting and contact information for donors that were happy to provide it. The PGAs would sit behind the portal. The beginnings of such a portal already exist through Workplace Giving (workplacegiving.co.uk/giving/).

⁸ Ibid.

⁹ Obtained through discussions with Royal Mail staff.

Workplace Giving also provides a ‘white label’ online application, enabling charities to recruit donors to give from their pay directly on charity websites.

Better use of this portal, or a similar one, would have a number of benefits. For example, employees would have a better chance of making new arrangements when they move jobs. As donors increasingly express preferences for digital giving, this would make giving easier for them. It would enable charities to better promote the scheme with one place to point donors to. The Government would be able to see all employers operating the scheme, and have better access to donations data. We ask that Government liaises with stakeholders to examine the feasibility of a portal being developed.

We understand that JustGiving considered the development of a portal over five years ago. However, without leadership from senior business leaders to ensure the running and promotion of Payroll Giving, there was not viewed to be enough traction for success.

Similarly, previous initiatives from Government to promote Payroll Giving may not have been particularly successful, because there was no specific place to signpost donors to where they could give.

The Government’s role as an employer

Even with a well used portal accessible by all parties, we still believe the major factor that could increase the take-up of Payroll Giving is leadership from Government and senior business leaders. We therefore urge the Government to focus its influencing efforts in this area. Indeed, the Government also has a direct role in continuing to promote Payroll Giving to public sector staff. Over 5.722 million employees work in the public sector in the UK,¹⁰ including around 1.7 million staff working in the NHS.¹¹ There is therefore huge potential for the Government to further promote the scheme. We are very encouraged to see point 2.4 of the consultation document, and look forward to seeing the Government leading by example.

Question 2

Do you agree that non-charitable organisations should be allowed to enter the Payroll Giving Agency market to improve the supply side of the sector?

If non-charities are allowed to enter, how do we ensure a level playing field between participants?

We agree with the points in 2.5 – 2.7 on the consultation document, and are happy that the Government is planning to allow non-charitable organisations to enter the PGA market. While there is no evidence that new non-charity entrants will improve the supply side of the market (there are already over twenty PGAs), we would hope that any new entrants will bring increased efficiency and improved technology, speed and experience to a fragmented and inefficient marketplace.

A number of companies have assisted charities in raising millions of pounds for beneficiaries in recent years, for example JustGiving and Virgin Money Giving. Such companies have encouraged increases in charitable giving that are extremely welcome. Over £1 billion has been raised by JustGiving for over 13,000 charities,

¹⁰ Office for National Statistics, Public Sector Employment Q4 2012 statistical bulletin. Released 20 March 2013. Available at <http://www.ons.gov.uk/ons/rel/pse/public-sector-employment/q4-2012/stb-pse-2012q4.html>. Accessed 12 April 2013.

¹¹ Secretary of State for Health’s speech to the Nuffield Trust, 8th March 2013.

with the help of 20 million donors.¹² We see no reason why the expertise of companies like this should be excluded from the Payroll Giving market place.

A level playing field can be secured through contracts between the employer and PGA as usual and revised legislation. As discussed in question five, all parties should have the same obligations; for example, in processing donor's money quickly, standardising data outputs, reporting lapsed donors and providing transparency around monies unable to be disbursed.

Question 3

Do you agree that the maximum time between the PGA receiving the money or the notification from the employer / pension scheme administrator and the PGA paying the money to the charity should be reduced from 60 to 30 days?

Is 30 days the right target to aim for and do you see any disadvantages in reducing the time limit?

It is important that charities receive donations promptly. It enables the money to be put to its proper use as soon as possible, and enables charities to thank donors in a timely fashion. It also allows donors to be kept up to date on the charity's work as soon as possible. Many charities are struggling with tight cashflows at the moment, so this measure will help them.

We agree that reducing the maximum time limit would help, as long as there are no increases in fees for charities. When the PGA has all they need to send the money to the relevant charity this should be done in less than 30 days. In practice, our experience is that this happens in the majority of cases already (approximately 80% of donations are already dispersed within 30 days). In time we would like to see it further reduced.

Wherever possible the process should be automated – at present there is a lot of manual intervention and complexity. Opening up the PGA market may help to streamline this, if technological improvements can be made. It is also worth noting that employers do not always disburse the funds and paperwork efficiently. This issue is not addressed by the reduction focussed on in this question. Government guidance to employers discussed elsewhere in this response should address this.

Transparency around money that cannot be disbursed is very important. PGAs should communicate more openly with charities about the value of money that cannot be disbursed and what action is being taken to resolve the issues causing the delays. Revised legislation should deal with this issue.

Question 4

Do you believe that Payroll Giving forms for donors and employers, should be standardised?

Within 30 days of a PGA receiving notice that an employee has left a company, or when a PGA hasn't received a donation from a regular donor, should the PGA write out to the donor with:

- ***a standardised new enrolment form for Payroll Giving for them to complete and pass to their new employer?***
- ***a direct debit / Gift Aid form made out to their existing charity?***

¹² £1 billion raised through JustGiving". *Community pages*. JustGiving. 28 March 2012.

<http://blog.justgiving.com/community/1-billion-raised-through-justgiving/>. Retrieved 8 March 2013.

***In the absence of any notification of leaving, how long should a PGA wait before writing out to the donor?
Would a period of three months be appropriate?***

Should the PGA also contact the charity informing them of the employee and their pending, or assumed, departure, allowing the charity to contact them directly (where donor has given consent for their details being passed)?

What else can charities, PGAs and other stakeholders do to ensure that when a donor moves job they maintain their charitable giving relationship?

More important for charities than standardised forms are standardised data outputs. We understand that employers want flexibility to format and brand their forms as they see fit. For example, employers may want to choose online forms. Standardised data outputs are important because they improve the ability of charities to contact donors to update them on how their money is being used.

Broadly speaking, PGAs should remain invisible to donors. Relationships with donors should be held by charities to avoid confusion. Charities will find it difficult to further invest in Payroll Giving without assurance that managing the donor relationship lies firmly with them, as is the case in all other forms of individual giving.

Guidance from the Government to employers would be appreciated. This should recommend that employers provide new employees with information about Payroll Giving when they start work. This could also lead to an increase in employers offering the scheme, and in employees taking it up.

The guidance should also recommend that employers should give Payroll Giving donors a form when they leave the organisation. If all employers provided these forms to employees then some of the portability problems with the scheme would be addressed. While some donors would receive communications from a number of charities when they leave a job, this is appropriate because employees have chosen to support these charities. If nothing else, the charities should be thanking the donors for their support. The fundamental issue with portability is the small percentage of employers who operate Payroll Giving schemes.

Guidance for employers should also provide advice for payroll professionals working for them. Sometimes delays in payments to charities are because payroll professionals have not sent relevant forms to PGAs. The PGAs then cannot match the donation to a charity, the money is left in a suspense account and the donor appears to be lapsed. Guidance may help to mitigate some of these common problems.

While this guidance and the forms would help portability problems in the short term, in the longer term Real Time Information through the PAYE system could help to address the portability problems more fully. Also, the Government could investigate whether using National Insurance numbers could help with this. We appreciate that the cost implications might make these longer term development opportunities, but we feel they should be kept as long term objectives.

We recommend that research is carried out to ascertain how much of the attrition of Payroll Giving donors is due to inertia, conscious decisions to discontinue with the scheme, or as seems most likely, a lack of a Payroll Giving scheme provided by the new employer. For example, this research might also help to clarify whether the donor appears to be lapsed due to their money being unallocated by the PGA. Cancer Research UK research shows that the transfer of a Payroll Giving donation to a new employer is unusual, mainly

because of a lack of awareness that this is possible, and/or that the new employer does not have a scheme in place. Only 23% transferred their gift to a new employer.¹³

Everything should be as simple as possible for the employee – to ‘nudge’ them into setting up a gift as easily as possible, removing barriers to the gift stopping. Hence the benefits of consistent use of forms when employees start and finish work for employers in the short term, and use of Real Time Information in the long term. Also, where PGAs are informed of changes in donor’s circumstances, these should be passed on to the charity as soon as possible. HMRC should encourage PGAs to follow this guidance.

Question 5

Whilst respecting confidentiality, how can we require agencies to be more open and transparent in relation to their data on participation of employers, donations, fees and length of processing times?

What other information would be most useful to employers, charities and donors in relation to PGAs?

How can this information be made most accessible to interested parties?

The introduction of Service Level Agreements (SLAs) or similar between PGAs and charities would be a major step forward in boosting charities’ confidence in the system and the service they expect to receive. The administration fees charged by PGAs to charities and employers should be made clearer. Charities have a right to know what fees they will pay.

SLAs should also ensure that PGAs provide donor data and contact information to charities as quickly as possible. This will enable charities to properly thank donors, and keep them updated on their work. Our research shows that 50% of people would be happy for their chosen charity to contact them.¹⁴ SLAs should also ensure that PGAs provide annual reports to charities – including details of money left in charity and suspense accounts.

Some employers require that employees giving through their Payroll Giving scheme remain anonymous to the charity. We believe that donors have the right to know how their money is spent. We therefore propose that employees should be able to remain anonymous and opt out of these communications from the charity they support, but that Government guidance should encourage employers not to enforce this on their employees.

A list of employers operating Payroll Giving schemes would be very helpful for charities. Currently charities are unable to easily advise potential donors whether their employer has a scheme in place. The absence of such fundamental information undermines the credibility of this form of giving. The portal mentioned in response to question 1 could help to solve this problem, if all employers operating Payroll Giving schemes were noted on it and/or signed up to receive information from it.

Question 6

What activities of PGAs would be suitable for self-regulation and what activities, if any, should be subject to statutory regulation?

¹³ Research commissioned for Cancer Research UK. Please see Appendix One for further information.

¹⁴ Ibid.

Do you have any views on the assessment of impacts made at Annex A? How do you think reforms to the regulations around Payroll Giving will affect the take-up?

The minimum that charities need and expect is a standard SLA with PGAs as a fundamental part of the regulatory framework. This should include, for example, time to process money, standard disbursement and lapsed donor reporting, transparency around value in suspense accounts and what is being done to disburse these funds, and full details of which administration fees are to be paid by whom.

HMRC should exercise their existing powers to audit PGAs. A lack of auditing has led to less accountability and transparency. We believe that this is a key time to deliver limited regulation that leads to real results.

Reforms to the regulations around the administration of Payroll Giving are welcome, but we do not believe that they will have a significant impact on take-up of Payroll Giving.

Question 7

Do you agree that HMRC specifically and HMG in general should re-phrase its advice on Payroll Giving to emphasise the increased gift to charities rather than the decreased cost to the donor?

Do you agree that HMG should encourage PGAs, PFOs and charities to present this scheme in the same manner to ensure a consistent message?

Do you have any suggestions about what more Government can do to promote Payroll Giving?

We do not agree that advice on Payroll Giving should be re-phrased. The key advantage of Payroll Giving is its tax efficiency, so the present advice focussing on the decreased cost to the donor is appropriate.

We do not believe that HMG should encourage PGAs, PFOs and charities to present Payroll Giving in the same manner. Charities are experts in promoting messages to their audiences, and will provide targeted information to different audiences. Consistency in the processing of information for Payroll Giving is more valuable than consistency in terms of messaging.

The activities of PFOs could be made more effective. There is a responsibility on charities to ensure that this happens. Charities need to work together to improve the activities of PFOs, as no one charity owns the PFO relationship. Employers also play a key role – as they control access to employees.

As mentioned above, the key issue is Government and corporate leaders taking a lead in ensuring that schemes are available and widely promoted to employees.

Question 8

How else can we increase amounts of charitable involvement in the workplace outside of Payroll Giving?

Mindful that other approaches could distract from Payroll Giving, how do we ensure that overall charitable giving increases?

We welcome the Government's focus on Payroll Giving, as it is in need of reform to reflect developments in technology since Payroll Giving was first introduced. We also believe that there is huge scope to increase

take-up of Payroll Giving. In terms of increasing the amounts of charitable giving in the workplace, Payroll Giving is clearly the major initiative that the Government should be focussing on.

We are pleased that the Government is seeking to extract the maximum value from existing fundraising mechanisms, at the same time as investigating newer giving mechanisms such as ATM giving and text giving. The existing fundraising mechanisms that can still be improved should not be forgotten at the expense of newer forms of giving. The Government and charities should seek to promote a range of fundraising mechanisms, ‘nudging’ people to give wherever possible. Different mechanisms will appeal to different people. A wide range of giving options offers the best chance to fully embed a social norm of giving.

There is anecdotal evidence that employers who position Payroll Giving at the heart of their business generate higher levels of charitable giving overall. Generally, where an employer enthusiastically promotes Payroll Giving, a good take-up is relatively simple to achieve. Organisations such as the Ministry of Defence, Royal Mail and RBS show what can be done in this area.

Our research shows that Payroll Giving appeals to 44% of people because they can set up a gift and not need to take further action.¹⁵ This is a good example of a social norm of giving, and is a good reason why Payroll Giving should be promoted, and forms used by employers as discussed earlier in this response.

Give Change, Make Change was mentioned in the Giving White Paper.¹⁶ Cancer Research UK has been working with others on this scheme for over two years, with some success. However, it has not had a significant impact, and its future is under review. There are a number of similar ‘Round Pound’ schemes which could be of significant benefit to charities. We ask Government to use its relationships with retailers where possible to encourage them to prioritise being involved in this type of work, for the benefit of charities.

Similarly, helping people to volunteer was also mentioned in the Giving White Paper.¹⁷ Cancer Research UK benefits greatly from organisations volunteering their employees’ professional skills. Some organisations do allow staff a certain number of charity days per year where they are encouraged to donate their time and professional skills to different causes. However, this is not consistent, and even for those that do allow staff to do this the take-up can sometimes be low. This may be because staff are not aware of the charity days, or do not know what volunteering opportunities are available. The Government could consider what more could be done to broker the relationship between organisations volunteering their professional skills, and charities that would benefit from such a donation of time. Ideas such as a forum bringing together businesses and charities to match professional skills could be developed, to build on the success of initiatives that the Government has supported such as the ‘Do-it’ website. Cancer Research UK would be happy to support this work however it could.

Cancer Research UK welcomes the Government’s promotion of other forms of charitable giving, for example with regard to legacy giving and Gift Aid. Below we briefly list our priorities in these areas. Please contact us if you would like further information.

- The Government should review and publish the excellent work being done by Remember a Charity, Co-Operative Legal Services and the Cabinet Office’s Behavioural Insights team, following the 2012 Giving Summit, and take further steps to build on this work in encouraging legacy giving. This would be of great value to the sector.
- We would support steps to simplify and promote Gift Aid. We welcome the upcoming consultation on Gift Aid and digital giving, and will be responding.

¹⁵ Ibid.

¹⁶ Giving White Paper, HM Government, May 2011.

¹⁷ Ibid.

Further information

We would be happy to provide any further information or detail as required. Please contact Simon Kirkland, Senior Policy and Public Affairs Officer, at simon.kirkland@cancer.org.uk or on 020 3469 8546.

Appendix One – Summary of Payroll Giving quantitative research – March 2013

Research objectives

We wanted to learn about the audience's knowledge and understanding of Payroll Giving as a product and barriers and enablers to taking out a payroll gift. What could we do to make it more attractive?

Methodology

- 1000 online interviews with a nationally representative sample of employees.
- Survey run through *Research Now*
- Fieldwork March 2013

Key findings with supportive data

1. *Prompted awareness of the Payroll Giving scheme is widespread but markedly lower than other giving methods*

Question: Which of the following ways of donating to charity have you heard of?

Response	%
Direct debit/Standing Order	84%
Leaving money in your will	82%
Donating money online	79%
Donating via text	69%
Donating via cheque	68%
Regular donation through your pay packet	58%
None of these	6%
Don't know	1%

Base: All respondents

2. *33% of employees that have heard of the scheme think their employer provides the scheme. (This translates to 18% of all employees thinking their employers provides the scheme)*

Question: Does your employer provide a Payroll Giving scheme?

Response	%
Yes	33%
No	37%
Don't	30%

Base: All respondents that have heard of Payroll Giving

3. *Understanding of the scheme is limited*

Question: How well do you feel you understand Payroll Giving?

Response	%
1 Very well	6%

2	8%
3	7%
4	7%
5	13%
6	8%
7	15%
8	14%
9	9%
10	4%
Don't know	3%

Base: All that are aware of Payroll Giving

4. People are more likely to hear about Payroll Giving through communications from their company/ a charity rather than through other employees

Question: How did you first hear of payroll giving?

Response	%
Don't know	23%
Through a communication from my company	17%
Through a communication from a charity	14%
From a friend/family member	14%
At my company welcome day/ induction	12%
From a colleague	7%
Through a fundraiser who visited my company	4%
Other	9%

Base: All that are aware of Payroll Giving

5. 42% of employees find the Payroll Giving scheme appealing

Question: How appealing do you find the idea of Payroll Giving?

Response	%
Very appealing	8%
Quite appealing	34%
Neither appealing nor unappealing	35%
Quite unappealing	9%
Very unappealing	11%
Don't know	3%

Base: all that don't currently give via Payroll Giving

6. 25% of employees are likely to sign up to the scheme in future

Question: How likely are you to donate through payroll giving in the future?

Response	%
Very likely	4%
Quite likely	21%
Neither likely nor unlikely	27%
Quite unlikely	14%
Very unlikely	29%
Don't know	5%

Base: All that don't currently give via Payroll Giving

7. Current/ past payroll givers like the ease/ convenience of the scheme and the feeling of 'doing their bit' each month

Question: Which of the following best describe your reasons for signing up to the Payroll Giving scheme?

Response	%
It is an easy way to give to charity	54%
It makes me feel like I am doing my bit for charity each month	45%
I like the fact that you can set it up and then forget about it	44%
I understand the value to the charity of receiving a regular donation in this way	36%
You can give gift aid on your donation	29%
I like the fact that the charity does not automatically receive my contact details	21%
There's a tax benefit to giving in this way	21%
My employer matches my donation to my chosen charities	19%
My employer encourages employees to sign up	19%
A professional fundraiser that visited my company encouraged me to sign up	8%
My colleagues encouraged me to sign up	7%
My friends/ family encouraged me to sign up	4%
Other	3%
Don't know	2%

Base: All current or lapsed payroll givers

8. Wanting to give in other ways, financial constraints and lack of awareness are the main reasons people haven't already signed up for the scheme

Question: Which of the following best describe your reasons for not having signed up to the Payroll Giving scheme?

Response	%
I like to give to charity in a different way	43%
I can't afford to donate in this way	27%
I was not aware of the scheme	21%
I didn't know my employer runs the scheme	16%
Other	8%

I don't understand the scheme	8%
I don't donate to charity at all	7%
I would like to donate in this way but haven't got round to signing up yet	5%
Setting payroll donations up is too complicated	4%
Don't know	2%

Base: All that have never signed up for Payroll Giving

9. *Of those who wouldn't sign up to Payroll Giving in future, unwillingness to commit to regular gifts and giving in other ways are the main reasons, rather than specific dislike of the scheme*

Question: Which of the following best describe your reasons for not wanting to give via Payroll Giving?

Response	%
I don't want to commit to a regular donation	48%
I already donate to charity in other ways	36%
I would prefer to donate to the charity directly	28%
other	13%
I don't tend to donate to charity	12%
I already donate via direct debit	9%
I am concerned that my donation won't get to the charity	8%
It is not something I am familiar with	6%
I wouldn't know if my donations had an impact	6%
I would prefer the charity to get the tax benefits on my donations rather than me	5%
I don't understand the benefits of this way of giving	4%
I don't understand the scheme	2%
Don't know	1%

Base: All that wouldn't sign up for Payroll Giving in future

10. *Transfer of payroll gifts when moving employers is unusual*

Question: Have you ever transferred your payroll donations to a new employer?

Response	%
Yes	11%
No – didn't transfer	35%
No – never moved employer	52%
Don't know	2%

Base: All current / past payroll givers