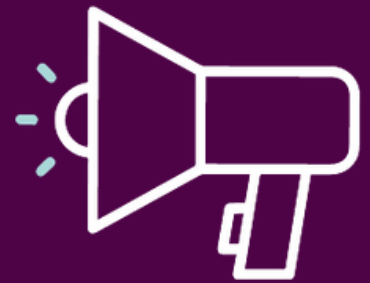


AN EXTRA BOOST



If you want more employees to sign up to your Payroll Giving scheme, here's some sample text to use in your communications.

Simply copy and paste.

Get ready for an even better payday feeling

Great news, we are launching our Payroll Giving Scheme through Charities Trust, one of the UK's leading agencies.

Payroll Giving is the smartest way to give. It lets you make regular donations, tax free, straight from your pay to any UK registered charity.

Why sign up?

Studies prove that giving feels good, especially to a cause that's close to your heart. And by making regular donations you can make a genuine difference.

Payroll Giving is tax friendly - it costs you less to give more. If you donate £10 each month, you only pay £8 or £6 depending on what rate of tax you pay and the charity receives £10. Win-win.

To support our scheme we will...*[delete or add as appropriate]*

...pay the small monthly administrative fee on behalf of all colleagues who also sign up

...match all monthly Payroll Giving donations up to a value of £10

...add a match of 50% of your donation to your chosen charity for your first donation

...match your first donation by 100%

...match your first [number] monthly donations up to a value of £10

...match all donations to our corporate-charity partner

So even more reason to sign up.

I do hope you decide to join; together we can make a big difference and make every pay day count.