



**THAMES VALLEY**  
**AIR AMBULANCE**

# **PAYROLL GIVING** **AN EMPLOYER'S GUIDE**

**Make saving lives your business**



## GIVING YOU THE BEST CHANCE WHEN THE WORST HAPPENS.

Thames Valley Air Ambulance is the charity that gives everybody in our community the best chance of surviving and recovering from an emergency.

We're here for you and your loved ones. Whoever you are. Wherever and whenever you need us. In Berkshire, Buckinghamshire and Oxfordshire. Bringing hospital-level care to you by land and air. Medicine and equipment. Paramedics and doctors. Our team are highly trained and ready for any eventuality. Giving you the best chance when the worst happens.

Together, we do everything in our power to protect, save and revive lives with the best critical care at the scene and beyond. We are not government or lottery funded, so rely on the generosity of our community – and people like you – to fund us.

## WHAT IS PAYROLL GIVING?

**Payroll Giving is an easy, secure and tax efficient way of supporting Thames Valley Air Ambulance and other UK-registered charities.**

Payroll Giving allows employees to give a regular donation directly from their gross salary. This means that it costs employees less to give more. Once it's set up, no further action is required and employees can be confident the causes that matter to them most are receiving financial support.

# WHAT ARE THE BENEFITS OF PAYROLL GIVING?

## FOR YOUR COMPANY

- ▶ Enhance and support your **corporate social responsibility** activities
- ▶ Demonstrate **your commitment** to the causes your **employees care about** and that can directly affect their lives
- ▶ Motivate your employees to **join together** in support of a common cause, helping to **enhance teamwork**
- ▶ Enhance your **charitable profile** with consumers and customers, elevating your brand as conscious and leading to greater business opportunities
- ▶ Increase your overall **charitable contribution**
- ▶ Provides an opportunity to apply for **The Payroll Giving Quality Mark**, a government-supported accreditation which recognises and rewards organisations of all sizes for making Payroll Giving available to their employees.

## FOR YOUR EMPLOYEES

- ▶ **Full tax relief** on donations
- ▶ Employees have **full control** over their donation and can stop or change their gift **at any time**
- ▶ Payroll Giving is ideal for busy people who need an **easy and reliable solution** to donate
- ▶ It is **safe and secure!** The deduction is taken directly from the employee's salary so **no bank details are shared**
- ▶ Employees can support the causes that **matter to them most**.

# THE DIFFERENCE YOUR EMPLOYEES CAN MAKE...

18

employees donating just **£10 each** could pay for a road traffic collision helmet for a member of our frontline crew.

50

employees donating just **£12 each** could provide a flight suit jacket, trousers and knee pads essential to our crew safety.

100

employees donating just **£16 each** could pay for a critical care response vehicle mission – this could save a life!

200

employees donating just **£20 each** could pay to send our helicopter on a mission.

# THE ENTERTAINER'S STORY

Since launching Payroll Giving in 2011, **The Entertainer and its employees have raised more than £1m for charities.** More than 50% of its employees give from their pay every month, supporting over 200 different charities that they care about the most. The charities benefit from a tax-free donation and The Entertainer also matches the employees' contributions 100%.

Jon Savage, Head of People, said:

**"The Entertainer are delighted to have chosen Thames Valley Air Ambulance as one of our highlighted charities within our Payroll Giving scheme."**

The Entertainer has been awarded a Diamond level Payroll Giving Quality Mark, a government-backed accreditation, for the last three years, in celebration of its ongoing success in engaging employees in the initiative.

Jon added: "The Entertainer is a great example of employer and employee collaboration to give something back, with charities and great causes benefiting from a reliable source of funding. **The scheme is easy to run and easy to join so why wouldn't you?"**

**"When we first launched the scheme, we had no idea that we would achieve the results we have.**

**It has been one of the most exciting projects I have worked on, full of creativity and enthusiasm right across the business. The real stars, though, are the employees who have made a commitment to make a difference via their pay."**



# HOW TO SET UP PAYROLL GIVING

- ▶ **Register with a HMRC-registered Payroll Giving Agency (PGA)** such as Charities Aid Foundation, Charitable Giving or Charities Trust. Details of all registered PGAs can be found here [www.gov.uk/government/publications/payroll-giving-approved-agencies/list-of-approved-payroll-giving-agencies](http://www.gov.uk/government/publications/payroll-giving-approved-agencies/list-of-approved-payroll-giving-agencies)
  - ▶ Deductions will be taken directly from the employee's salary **before PAYE is applied** but after National Insurance contributions are calculated, this gives each employee Income Tax relief at the correct rate
  - ▶ Inform the **PGA** of any changes in donations
  - ▶ The PGA will charge approximately **4% to administer a donation** and this can be taken from the donation itself or you can decide to cover this cost, allowing the charity to receive the full value of the donation.
- Your chosen PGA will guide you through establishing the scheme but we are happy to provide additional advice and guidance if required
- ▶ Ensure any completed **Payroll Giving pledge forms** are passed to either the PGA directly or via your finance department/team handling payroll

## WHY IS PAYROLL GIVING SO TAX EFFICIENT?

Donations are deducted from an employee's pre-tax (gross) salary, **reducing the total amount of income tax that the donor will need to pay**. Below are some examples of the cost to an employee depending upon their tax rate.

Your Payroll Giving donation pledge:	As a 20% taxpayer, you pay:	As a 40% taxpayer, you pay:	Thames Valley Air Ambulance receives:
£5	£4	£3	£5
£10	£8	£6	£10
£15	£12	£9	£15

**WHERE CAN I GET MORE INFORMATION  
ON PAYROLL GIVING?**

**GOV.UK/PAYROLL-GIVING**

**FUNDRAISING@TVAIRAMBULANCE.ORG.UK**

**0300 999 0135**

**TVAIRAMBULANCE.ORG.UK**



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