

# Payroll Giving

a guide for employers



**Support**  
London's Air  
Ambulance



# Help us save lives in London.

Make a difference by promoting a Payroll Giving Scheme for London's Air Ambulance.

[londonsairambulance.co.uk/payrollgiving](http://londonsairambulance.co.uk/payrollgiving)

FRSB *give with confidence*



**London's Air Ambulance is the charity that delivers an advanced trauma team to critically injured people in London 24/7.**

**We provide life-saving interventions on the scene within minutes of injury. We are here for the 10 million people who live, work and travel within the M25, at the moment of their greatest need.**



“ It was a Monday morning and I was cycling to work in Farringdon, as I had done hundreds of times before. But this journey changed my life forever. I was knocked off my bike and crushed by a skip lorry, shattering my legs and pelvis. A doctor and paramedic from London's Air Ambulance were by my side in just a few minutes. They quickly realised I was losing blood too fast and wouldn't survive the trip to the hospital, they'd have to bring the hospital to me.

Extra support was called in; additional blood and another doctor, who is one of the few people in the world who could perform a procedure known as REBOA at the roadside. Luckily it was successful, it stopped the internal bleeding and stabilised my condition.

If it hadn't been for this procedure and how quickly the London's Air Ambulance team got to me, I would have died just a few streets from my office. ”

Victoria

## About Payroll Giving

Payroll Giving is a simple and tax efficient way for your employees to regularly donate to London's Air Ambulance, directly from their salary before tax is deducted, giving them a tax break on the donations they make.

Your Payroll Giving donation pledge	As a 20% tax payer you pay	As a 40% tax payer you pay	London's Air Ambulance receives
£5	£4	£3	£5
£10	£8	£6	£10
£15	£12	£9	£15

## The benefits of Payroll Giving

- It allows you to increase your contribution to charitable giving.
- It will enhance your Corporate Social Responsibility activities.
- It demonstrates your commitment to the causes your employees care about and that can directly affect their lives.
- It can motivate your staff to join together in support of a common cause, helping to build a sense of team work.
- It can help to build your charitable profile with consumers and customers.

## Payroll Giving Quality Mark

The Payroll Giving Quality Mark is funded by HM Government, administered and promoted by the Institute of Fundraising with support from Business in the Community. It recognises and rewards organisations for making Payroll Giving available to their staff. You can be awarded with a Bronze, Gold and Platinum Quality Mark Award depending on how many of your employees sign up to the scheme!

To find out more visit [payrollgivingawards.co.uk](http://payrollgivingawards.co.uk)

**A really effective way to encourage higher donations and have an even greater impact is to match the donation from your employees.**

## Setting it up

**Whatever the size of your business, setting up and running Payroll Giving is quick and simple:**

- Register with a HMRC-registered Payroll Giving Agency such as Charities Aid Foundation, Charitable Giving or Charities Trust.
- Employees wishing to make a regular gift to London's Air Ambulance need to complete a Payroll Giving Pledge Form telling us how much they'd like to donate.
- Ensure any completed Payroll Giving pledge forms are passed to the Payroll Giving Agency through your Payroll Department.
- We also use Professional Fundraising Organisations to recruit new supporters.
- Your Payroll Department will send the donations (after National Insurance but before tax deduction) to your Payroll Giving Agency, who will handle the transfer of the funds to London's Air Ambulance.
- Inform the Payroll Giving Agency of any changes in donations.

The Payroll Giving Agency 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.

## Promoting your Payroll Giving Scheme

**Once your Payroll Giving Scheme is set up it's important to let your employees know. You can do this in a number of ways such as:**

- Invite us to speak about our charity and Payroll Giving at a launch event.
- Send an email to all employees.
- Include in news bulletins.
- Incorporate into company inductions and welcome packs for new employees.
- Add information to your intranet.
- Distribute leaflets and promotional material (provided by London's Air Ambulance).
- Print a promotional message on pay slips.

## Useful contacts

If you'd like to know more about the work of London's Air Ambulance please contact us on

Tel **020 3023 3318**

Email [donorsupport@londonsairambulance.co.uk](mailto:donorsupport@londonsairambulance.co.uk) or visit [londonsairambulance.co.uk/payrollgiving](http://londonsairambulance.co.uk/payrollgiving)

You can also find more information about Payroll Giving from **HMRC at [gov.uk/payroll-giving](http://gov.uk/payroll-giving)** or from the Institute of Fundraising at [payrollgivingcentre.com](http://payrollgivingcentre.com)

**Thank you for your support.**



# The power of your pounds

## Here's how your donations could help

21



21 employees donating £5 could buy a pair of boots, with safety toe caps and anti-penetrating soles, helping to keep our crew safe from injury during a mission.

40



40 employees donating £10 could buy a Thomas pack, which carries all the equipment and drugs our advanced trauma team need to take the hospital to our patients.

128



128 employees donating £20 could pay for a mission to help save someone's life.

**We need your support. We hope you never need ours.**