



transaid

PAYROLL GIVING

SUPPORTING TRANSAID IN YOUR WORKPLACE

ABOUT PAYROLL GIVING

What Is It?

Payroll Giving, also known as Give As You Earn, allows employees to donate to any charity directly from their gross salary. This means that employees receive immediate tax relief on their donations, making it one of the most tax-efficient ways to give to charity!

The Impact

A monthly donation of just £10 (costing a basic rate taxpayer £8) to Transaid, for example, could help train a driver in Ghana, potentially saving countless lives through improved road safety.

Why Support Transaid?

By supporting Transaid through Payroll Giving, your company and employees become part of a mission to transform lives through safe, available, and sustainable transport. Your support directly contributes to professional driver training, improving access to healthcare, and sustainable transport solutions in communities where they're needed most.

ALREADY HAVE AN EXISTING PAYROLL GIVING SCHEME?

Why Promote Transaid in Your Payroll Giving Scheme?

- Strengthens your existing partnership with Transaid
- Contributes to your CSR objectives and ESG reporting
- Enhances employee engagement through meaningful charitable support
- Can help achieve Payroll Giving Quality Mark awards



How to Promote Transaid to Your Employees

Include Transaid in your promotional materials:

- Feature Transaid in your payroll giving communications
- Share Transaid's impact stories in your internal communications
- Display posters and digital materials in common areas and on your intranet

Organise awareness events:

- Host a Transaid representative at your workplace to talk about their work
- Arrange virtual information sessions for remote employees
- Include Transaid information in employee onboarding

Make it easy to sign up:

- Provide clear instructions on how to add or change a payroll giving donation
- Consider offering matched funding for Transaid donations
- Set a company-wide goal for Transaid support



DON'T HAVE A PAYROLL GIVING SCHEME IN PLACE?

Why Set up a Payroll Giving Scheme?

For your employees:

- Easy, regular donations to any charities including Transaid that continue automatically
- Tax-efficient giving (a £10 donation costs just £8 for basic rate taxpayers)
- No need to collect Gift Aid
- Flexibility to change or cancel donations at any time
- Support causes they care about through their workplace

For your company:

- Enhanced reputation as a socially responsible business
- Improved employee engagement and satisfaction
- Strengthened partnership with Transaid
- Potential for Payroll Giving Quality Mark recognition
- Minimal administrative burden



HOW TO SET UP A PAYROLL GIVING SCHEME

1. Choose a Payroll Giving Agency

- Register with an approved agency such as Charities Trust, Charitable Giving, or CAF
- The agency will handle the distribution of donations to Transaid

2. Update Your Payroll System

- Work with your payroll department to implement the necessary changes

3. Promote the Scheme to Employees

- Launch the scheme with Transaid as a featured charity
- Provide clear information about the tax benefits and impact of donations
- Consider matching employee donations to increase engagement

4. Monitor and Celebrate Success

- Track participation rates and total donations
- Share the impact of collective giving with your team/company
- Apply for Payroll Giving Quality Mark awards



GETTING STARTED WITH TRANSAID

Contact Transaid's Corporate Partnerships Team to:

- Request promotional materials specific to your company
- Arrange a workplace presentation
- Develop a bespoke plan to launch your Payroll Giving scheme
- Discuss other ways to enhance your partnership



Please contact kohei@transaid.org for any questions