

Matched giving programmes

What is matched giving?

Matched giving is a powerful way to support your employees' contributions to society. It involves you, as the employer, matching your employees' donations to charity. You can support employee giving by matching one or more of the following:

- Give As You Earn donations – matching your employees' payroll donations
- single gifts – matching ad-hoc and regular employee donations
- fundraising – matching money raised by your employees from events
- volunteering time – matching your employees' time with a monetary amount or enabling them to volunteer during company time

Key benefits

Matched giving programmes:

- endorse and support employees' involvement in the community
- are flexible and can be tailored to meet the objectives of any company
- increase morale and support employee choice
- often broaden the scope of corporate giving programmes by supporting local community groups selected by your employees
- can generate positive public relations for the company

How can CAF help?

As the leading provider of UK and international employee matched giving schemes, CAF has the experience, skills and specialised information systems to devise and run your company's matched giving programme.

We can help you establish the boundaries of your programme by setting the matching criteria. We can also help you promote and implement your matching programme, validate charities, make payments and provide comprehensive reports.

For further information please contact the CAF Company Services team on +44 020 7832 3000 or email company@cafonline.org

www.cafonline.org/company

"CAF has contributed in no small part to the success of the Community Pru Matched Giving scheme. From advice on how to promote the scheme successfully to processing the many donations we receive and verifying organisations' charitable status. CAF has the right skills, experience and resources to help companies see Matched Giving schemes through from conception to completion."

Swati Patel, Community Pru Manager, Prudential



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