

PAYROLL GIVING

and working with a Professional Fundraising Organisation



What is a Professional Fundraising Organisation (PFO)?

Professional Fundraising Organisations (PFOs) are a UK network of experienced fundraisers that work closely with businesses and charities to promote Payroll Giving in the workplace. These organisations provide optional services that can increase employee participation in Payroll Giving by promoting its benefits. Prior to working with a PFO, a business needs to have a contract with an HMRC-approved Payroll Giving Agency (such as CAF) who administers the Payroll Giving scheme on their behalf.

HOW DO THEY WORK?

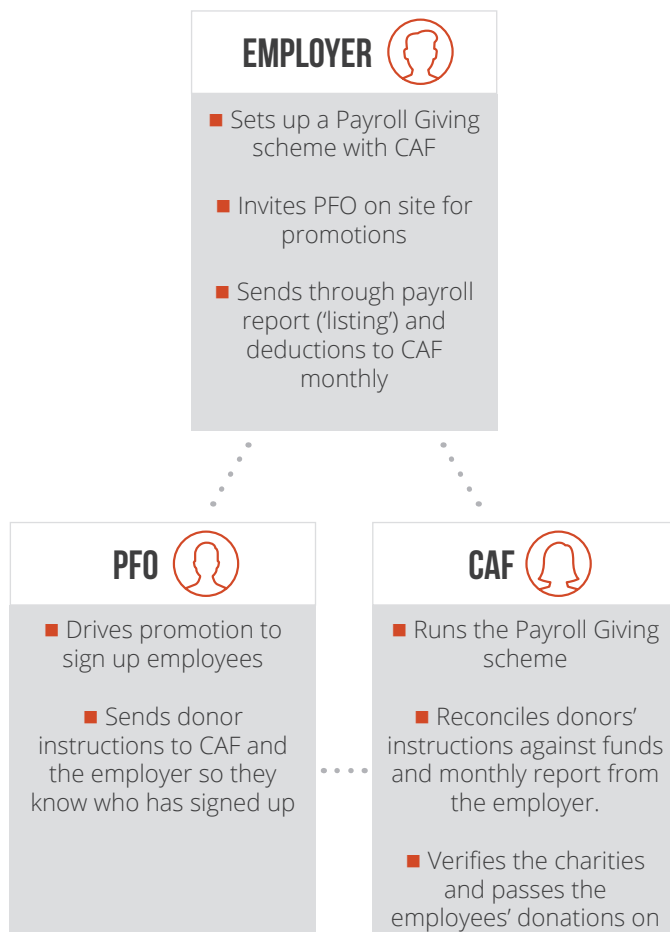
PFOs are contracted by charities to fundraise on their behalf. Each PFO has a list of preferred charities, for which they receive a commission from the charity per each new donor recruited. However PFOs will accept and process, at no additional cost, donations for any charity not on the preferred list. There is no cost to the company for engaging a PFO, the company just needs to complete a Third Party Form to notify CAF of the relationship, and authorise the exchange of data.

How do they engage employees?

The PFO model works by placing professionally trained fundraisers into the company's workplace to recruit employees to sign up for Payroll Giving. This can be achieved by running a promotion, where the PFO hosts a stand (i.e. in communal areas like break rooms or canteen) or speak to employees directly about Payroll Giving at their work stations or on the shop floor.

If an employee is interested in Payroll Giving, the fundraiser will explain the benefits and present a list of charities to select from. The employee is able to select any charity, even if it's not on the PFO preferred list. It's always the employee's decision which charity they wish to donate to, and if they also want to open their own Charity Account.

The PFO will complete an online or paper donor instruction form with the employee and manage all the documentation for the company, including sending new donor details to CAF and to the employer.



How does it all fit together?

The Association of Payroll Giving Organisations (APGO) is a representative body which includes the leading Payroll Giving agencies, the three PFOs, and Payroll Giving Monitoring Service (PGMS).

The APGO unites knowledge and experience to support businesses and charities to set up, promote and develop their Payroll Giving schemes within the workplace. Founded in 2007, its purpose is to promote best practice within the Payroll Giving sector, where its members agree to abide by the Constitution and the Codes of Conduct, Administration and Training, which are reviewed and re-adopted annually.

The PFOs in their own words:

Hands on Payroll Giving

With over 25 years' experience in the sector, we help employers build successful, sustainable Payroll Giving schemes to benefit charities large and small. We're a family run business and take pride in providing a quality, personal service to ensure campaigns meet expectations and complement workplace attitudes and environments.

Our free service includes full account management, webpages built to specification, onsite roadshow events, workplace promotions and real-time online reporting. We've invested in digital solutions to ensure GDPR compliance is met across all services.



[For more information, visit our website](#)

Payroll Giving in Action

Our aim is to raise take up of the pre-tax Payroll Giving Schemes run by employers in the UK which allows donations to over 190,000 charities.

We have a team covering all of the UK including Scotland, Northern Ireland, England and Wales. We all work to a strict code of conduct regulated by the Institute of Fundraising (IoF) and Association of Payroll Giving Organisations (APGO).

Our comprehensive on-going training, excellent support and back up team accompanied by our promotional material and supportive technology ensure we support our fundraisers to achieve donations for charities.



[For more information, visit our website](#)

StC Payroll Giving

StC Payroll Giving has unrivalled expertise in the promotion of the Payroll Giving scheme across all sectors.

Our donor management system effectively monitors all donations from sign up to receipt by the nominated charities, ensuring a smooth service is provided.

We take time to understand our client companies to ensure we provide the perfect blend of promotional services to meet their specific needs including campaign strategy, designing materials, management tools, online donation and reporting facilities. We have the largest team of professional, experienced fundraisers who expertly deliver our tailored face to face promotion packages to our valued clients.



[For more information, visit our website](#)