



## Company Matched Giving

### What is Company Matched Giving?

Company Matched giving is a simple way of maximising funds raised. It is a corporate arrangement where companies pledge to donate to a voluntary or charitable organisation a sum relating to the amount their employee donates to or raises for the organisation.

### How does it happen?

Organisations may match funds in a variety of ways, the most common being:

- time donated by their staff for voluntary work
- a donation made to the charity
- the matching of funds raised from a sponsored event
- the matching of funds raised through a specific activity e.g. staffing a stall at the fair
- Gifts in kind e.g. donating equipment or services like in-house printing

**EXAMPLE:** A parent who works for Vodafone recently volunteered at our Christmas Fair. Vodafone participates in this scheme and therefore gave the parent a £350 donation towards the PTA for the work she had done! She can do this up to FOUR times a year!!!

<b>BENEFITS TO ALL!</b>		
<b>Company</b>	<b>PTA</b>	<b>Employee</b>
Boosts staff morale Tax benefits Positive PR Social responsibility Minimal admin burden	Double the fundraising for no extra effort! May lead to further sponsorship opportunities	Increased contribution for no extra effort Helping your child's school

### Does my company do it?

As matched giving is an informal scheme, there are no definitive lists of companies that are willing to take part. However, there are some good examples of larger companies who have excellent schemes in operation - it is useful to know these to mention to companies who do not yet have a scheme. Some larger companies have publicly announced their matched giving schemes. For example Barclays match funds up to £750 per employee per year, and both Cable & Wireless and Yorkshire Bank offer employees the chance to match funds up to £1,000 per year!

If you don't know whether or not your company does this, please speak to the Community Relations Manager if there is one, or HR or your immediate line manager. You won't know unless you ask!!