

PAYROLL GIVING

THE POWER OF PAYROLL GIVING

THE LIFEBOAT FUND'S MISSION IS HELPING THE RNLI TO SAVE LIVES AT SEA.

THE FUND IS VERY GRATEFUL TO ALL ITS SUPPORTERS WHO GIVE THROUGH PAYROLL, AND PENSION PAYROLL. THE CHARITY ASKS THOSE WHO MAY NOT HAVE CONSIDERED THIS ROUTE TO THINK ABOUT COMMITTING A REGULAR GIFT TO OUR IMPORTANT WORK.

OUR SOLE BENEFICIARY, THE RNLI, PROVIDES AN ON-CALL 24/7 SEARCH AND RESCUE SERVICE AROUND THE COAST OF THE UK. IT ALSO PROVIDES A LIFEGUARD SERVICE ON A GROWING NUMBER OF BEACHES. SINCE 1824, THE RNLI HAS SAVED MORE THAN 140,000 LIVES. AS A CHARITY INDEPENDENT FROM GOVERNMENT FUNDING, IT RELIES ON VOLUNTARY CONTRIBUTIONS AND LEGACIES TO KEEP SAVING LIVES AND RESCUING THOSE IN DISTRESS.

The Lifeboat Fund, and RNLI, invest in, and promote, payroll giving because it is quite simply the most tax efficient method of giving for individuals. With the need for the RNLI's life-saving service ever increasing, regular funds donated through payroll giving are even more vital to maintain its life-saving activity, both now and in the future.

The Lifeboat Fund wants to help and ensures that all money it receives through payroll giving will go to help save lives at sea.

WHY PAYROLL GIVING?

Pay less, give more – immediate tax relief means it costs less to give more.

Employee retention – payroll giving is shown to aid staff recruitment and retention.

Corporate social responsibility – shows support for a charity which your colleagues connect with.

Win-win – beneficial for the employer, the employee, The Lifeboat Fund, and the RNLI.

Sustainability – regular gifts give charities reassurance in planning future activity.

WHAT CAN PAYROLL GIVING FUND?

Training and equipping each courageous volunteer crew is essential to save the lives of those in trouble at sea, and this comes at a price. Examples of how payroll giving income can offset various vital costs:

£8 per month over a year could fund a full lifeguard wetsuit, £17 per month over a year could fund a crew member's safety helmet and £31 per month over a year could equip a crew member with a lifejacket, vital in keeping them safe while at sea. 10 people donating £12 a month could fund the annual cost of training one crew member.

HOW TO PROMOTE PAYROLL GIVING AND RECRUIT NEW PAYROLL GIVERS

The Lifeboat Fund is very keen to identify new approaches for introducing payroll giving in creative but practical ways.

Here are some simple yet effective ways to promote the idea:

- Run regular, engaging promotions using different channels to raise awareness and recruit new donors
- Include information in induction and new starter packs
- Set an internal target or think about incentives – why not aim for a Payroll Giving Award? Healthy competition is a great motivator!
- Celebrate your colleagues' commitments by thanking them and publicising the difference their support makes
- Most importantly – make it fun and engaging!



Photo: RNLI/Graham Wilding

CHARITIES RELY ON REGULAR INCOME AS THEIR LIFEBLOOD. THE LIFEBOAT'S FUND BENEFICIARY, THE RNLI, RELIES ON INCOME LIKE PAYROLL GIVING TO CONTINUE SAVING LIVES AT SEA.

If you would like to know more about this charity and how you can support it please contact thelifeboatfund@RNLI.org.uk.

The Communications and Public Service Lifeboat Fund registered charity numbers 248421 (England & Wales) and SC041904 (Scotland). Patron: HRH The Duke of Kent