



ASOS.com's re-launch of Payroll Giving scheme under the banner of "Everyone Loves a Giver! – Unleash Your Charitable Side!" is an innovative, creative and forward thinking way of engaging our colleagues with this easy method of giving.

On re-launch our scheme stood at 4%. **Our overall employee uptake has now reached an impressive 14.5%**, so this is an increase of 350% on our original participation levels.

Our employees pledged an additional £8,030 per annum through the re-launch and we added an additional £600 in matching. In total the scheme will raise in excess of £10,000 this coming year.

Louise McCabe, Head of Corporate Social Responsibility at ASOS.com said

'We are proud and delighted to have engaged so many colleagues with this innovative re-launch of our Payroll Giving scheme. It goes to show how a bit of imagination can make all the difference! It's part of our company ethos now – and most importantly, that means more money for charities'.