



Since launching on 15 January 2010, more than 7% of JN Bentley Ltd's employees have signed up for 'Be Good Givers' – the company's first ever payroll giving scheme.

The family-owned construction company is delighted with the response so far, having exceeded their target of 5% take-up among employees.

Between the 41 employees taking part, at least £4,188 a year will be given to good causes through the scheme, averaging yearly donations of more than £100 per employee taking part.

The company is now aiming to reach 10% of employees through ongoing promotion to new employees and a reminder campaign in early 2011.

Kate Crawford, Communications and Corporate Social Responsibility Officer said, "*We instinctively felt that launching payroll giving was the right thing to do, which has been backed up by the success of the scheme to date. This is thanks to effective internal teamwork and fantastic support from Charities Trust and Hands on Helping. We're delighted with such positive results.*"