



Warburtons

Warburtons wanted to achieve a successful payroll giving scheme to enhance their existing Community Giving Programme. Although the workforce is very diverse and many employees are engaged in manufacturing and distribution functions, making communication to these divisions difficult, they promoted effectively via leaflets with payslips, articles in the staff magazine and face to face promotion to all sites and all employees by Hands on Helping Charity, achieving 456 employees out of 4,500 giving through the scheme.

This well structured marketing campaign beat set targets and delivered new unrestricted revenue for the charity sector and provided another route for employees to engage in their Community Giving Programme.

Anne Williamson, Reward Manager:

We planned to promote the scheme ourselves internally. We were unsure about using a PFO initially, but after meeting with Hands on Helping Charity we were assured that they would adopt a very non-intrusive and professional approach. Looking back, we're really pleased that we used a PFO, as I do not believe our scheme would be as successful without their help.