



Payroll

Giving

A guide for employers

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Payroll Giving

Payroll Giving is a simple, tax-free way for your employees to donate directly from their salary. **Crisis will guide you through every step – from registration to launch – so it's quick and easy to get started.**

How it works

A **£10 donation** to Crisis would only cost:

- £8** for basic rate taxpayers (20%)
- £6** for higher rate taxpayers (40%)
- £5.50** for those paying 45% tax



Why Payroll Giving matters

End homelessness, one payday at a time

Homelessness takes many forms – from sofa surfing to unsafe hostels, temporary accommodation, or rough sleeping. However it happens, the impact is devastating.

People who have experienced the trauma of homelessness need a safe home so they can rebuild their lives. They may need support to improve their health, rebuild confidence, or develop new skills. None of this happens overnight.

Payroll Giving enables Crisis to work alongside people for as long as it takes – helping them build a life beyond homelessness.

Joining Payroll Giving also strengthens your company culture, showing staff you're a values-led employer they can be proud of.

When your company joins Payroll Giving, everyone benefits:

Your company shows its values and builds pride among staff.

Your employees donate easily and tax-free each month.

Crisis can support people facing homelessness to find a place to call home.

This is so much more than a regular donation. It's a partnership between your company, your employees, and Crisis.

** Change lives every payday.*



"Crisis helped me find my way back to where I really belong." Eva

How Payroll Giving works

Simple. Tax-efficient. Life-changing.

Employees donate directly from their salary before tax, so their gift costs less.

For example, a £10 donation costs 20% taxpayers just £8. **It can also be more tax-efficient than Gift Aid.** With Payroll Giving, higher-rate taxpayers don't need to reclaim relief – their donations automatically go further every month.

Easy to join

Your company registers with a Payroll Giving Agency (PGA), and if you'd like extra support, we can also connect you with a Professional Fundraising Organisation (PFO) to help you launch and promote the scheme. Set-up is quick and easy. Their first gift usually starts from the next payslip.

FAQs

How do we set it up?

Choose your Payroll Giving Agency, sign a short agreement, and add a new payroll deduction code. We can guide you through each step, including helping you choose a Payroll Giving Agency.

Who handles the admin?

Your payroll department processes deductions; the Payroll Giving Agency distributes funds to Crisis and provides reports.

Can we match donations?

Yes. Many companies match pound-for-pound, doubling the impact and showing employees that you stand with Crisis.

Low administration

Once you've registered with a Payroll Giving Agency, your payroll team makes one monthly transfer. The Payroll Giving Agency will then distribute your employees' donations to the charities of their choice. We'll also provide template communications, posters and a contact for any questions.

Every payroll gift brings us closer to ending homelessness for good. Thank you.

"Payroll Giving with Crisis is the simplest, most impactful scheme we've ever introduced for staff."

HR Director,
corporate partner



How do employees join?

They can **scan the QR code** to fill in the online form, or you can print out the donation form for them to fill in. Payroll does the rest.

Can they update or pause?

Yes. Payroll Giving is flexible, so donations can be increased, reduced, or paused at any time. Employees should contact their payroll team with any amendments.

Employer Matching

Double the impact. Double the hope.

When your company matches Payroll Giving donations, you show your employees you stand with them – and with Crisis – in the mission to end homelessness.

Matched donations mean more people experiencing homelessness can be supported to find a safe home, improve their wellbeing, and build the skills and confidence they need for the future.

Matching donations also inspires your employees. When they see their generosity recognised and multiplied, they feel proud to be part of a company that works alongside Crisis and our members.

Why match?

- ✓ **Boost participation** – more employees are inspired to sign up.
- ✓ **Multiply impact** – every pound goes further so that Crisis can help more people.
- ✓ **Create a culture of generosity and pride** – that everyone can be part of.
- ✓ **Matching options** – 50%, 100%, or capped. Crisis will help you decide what works best.

Join the Homelessness Alliance too

Payroll Giving is one way your company can help end homelessness. But some employers want to go even further. That's where the Homelessness Alliance comes in – a movement of leading companies working with Crisis to change the system for good. Members include Pret A Manger, Thames Water and other household names.

By joining, your company commits to:

- Building understanding of homelessness within your workplace.
- Supporting employees who may be at risk of homelessness.
- Opening up opportunities for people who have experienced homelessness.

*Becoming part of the Alliance shows your company stands alongside others shaping a future where everyone has a safe place to call home.



Scan the QR code to join the Alliance today.

Payroll Giving Quality Mark

Celebrate your commitment

When your company supports Payroll Giving, you can be recognised with the national Payroll Giving Quality Mark. It's the only official benchmark for workplace giving in the UK – a trusted symbol that shows your commitment to helping end homelessness.

Pride inside your company

Displaying the Quality Mark celebrates the generosity of your employees and shows them their support is valued. It builds pride, strengthens your culture, and encourages more people to get involved.

Visibility outside your company

The Quality Mark is also a public statement – proof to clients, customers and stakeholders that your company is serious about social responsibility and working with Crisis to end homelessness.

Employer brand and recruitment

Values matter at work. Companies with the Quality Mark use it to attract and retain people who want to work for employers that give back. It demonstrates that your company is forward-thinking, compassionate and a great place to build a career.

Showcase your commitment to ending homelessness in the UK.

*The percentage represents the number of your employees who have signed up to donate directly through Payroll Giving.

Bronze: over 1%



Silver: over 5%



Gold: over 10%



Platinum: over 20%



Diamond: over 30%+



The difference you'll make

Real, long-term change, every payday

Payroll Giving provides Crisis with a reliable income to work alongside people facing homelessness.

Help with a deposit



A deposit or first month's rent can be a huge barrier to securing a home. Crisis can provide financial support so people can move into a safe home.

Support to furnish a new home

Help to provide furniture, bedding and kitchen essentials, so people can make their new house feel like a home.



Employment opportunities and advice



Crisis provides one-to-one coaching, training and volunteering, so people can build skills and confidence, find work and leave homelessness behind.

Expert advice on benefits and housing

Clear guidance on rights, applications and appeals, so people can access the support they're entitled to and secure a tenancy.



Learning and skills

Classes in IT, literacy, cookery, arts and wellbeing help people gain new skills, reconnect with others and grow in confidence.



£10
a month

Could provide someone with four hours of support from one of our Lead Workers, helping them build the skills to find, secure and keep a home or job.

£20
a month

could go towards monthly gas or electricity costs for someone setting up their new home or struggling to make their bills.

£30
a month

Could go towards mugs, pans, cutlery and bedding to help up to 12 people set up a new home of their own.

** Crisis helped more than 10,000 people last year – and supported thousands of Crisis members to build a life out of homelessness. Thank you for joining us in our mission!*

Massimo's story

"No ID means no job. No job means no income. No income means no home. And round it goes – a system that locks people out at every turn." Massimo

After sofa surfing, Massimo became trapped in a dangerous house where he was threatened. His passport had been stolen, leaving him without the ID he needed to work, claim benefits or rent a home.

"I was attacked. I lost my teeth. I was scared every day. I don't know how I found the strength to walk into Crisis." Massimo

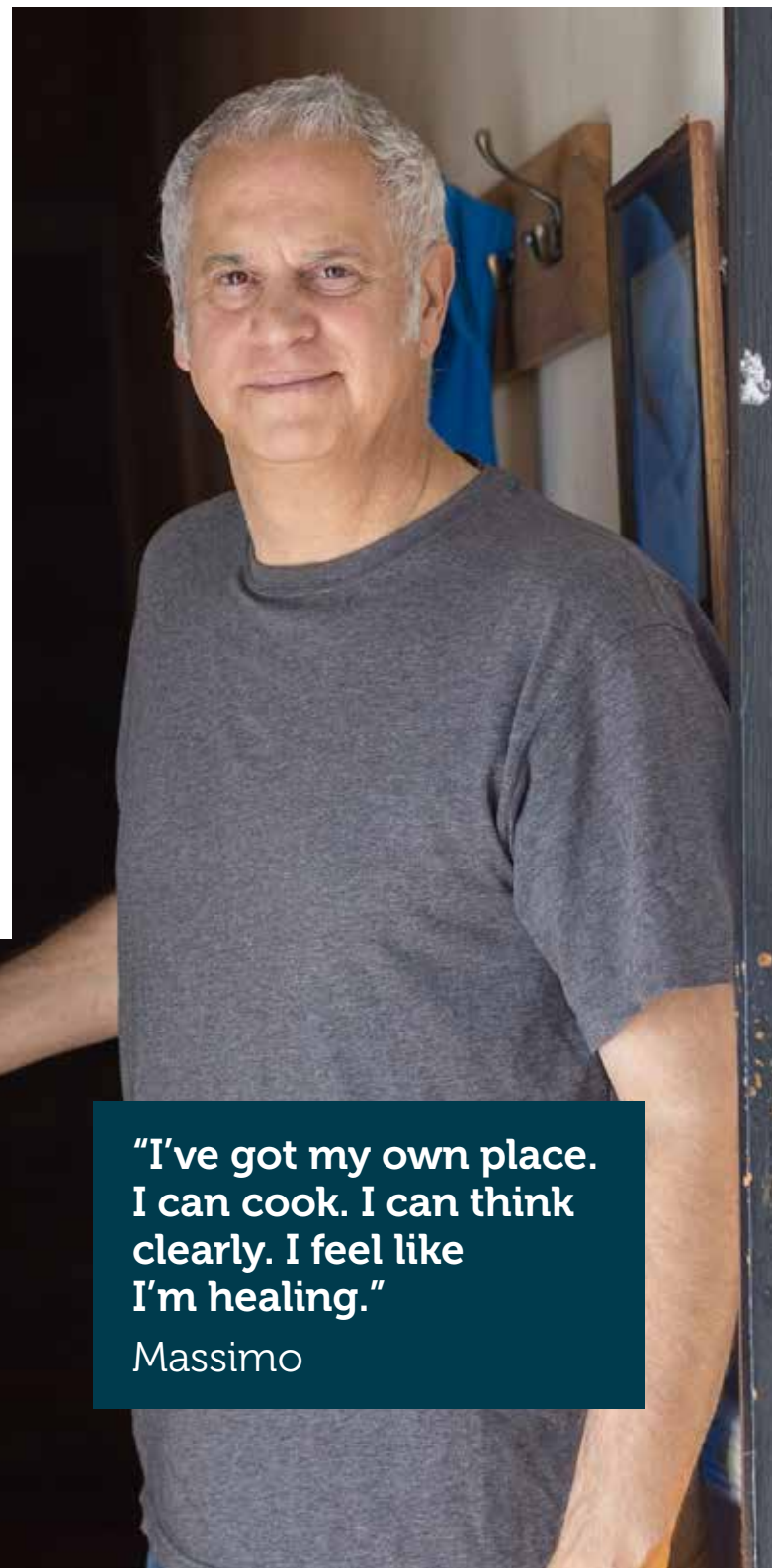
At Crisis, Massimo met Fiona, his Lead Worker. She helped him replace his passport, find a safe flat, and supported him with his deposit, furniture and bills.

"She helped me get my passport back – something I thought was impossible. She got me a bed, a mattress, cutlery, everything I needed. When I moved in, I could heal." Massimo

With Fiona's support, Massimo volunteered with Crisis, trained with 'Change Please' as a barista, and rebuilt his confidence. He discovered purpose, community and the belief that he could start again.

Today, Massimo has a home of his own. Thanks to the steady support that Payroll Giving makes possible, people can overcome even the toughest barriers and begin to heal.

* Your support means more people like Massimo can rebuild their lives beyond homelessness.



"I've got my own place. I can cook. I can think clearly. I feel like I'm healing."

Massimo

End homelessness, one payday at a time

Crisis

**"Crisis helped me find
my way back to where
I really belong."**

Eva, former Crisis member

Ask your employer about Payroll Giving

Payroll Giving is the simplest way to support Crisis directly from your salary. It's tax-free, easy to set up, and helps people leave homelessness behind for good.



Contact:

on:

Scan the QR code to sign up.



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"Crisis found me a place and gave me the deposit for a private rental."

Massimo, former Crisis member

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Contact:

on:

Scan the QR code to sign up.



Payroll
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Sign-up form

You are doing something amazing



Payroll Giving lets you support Crisis straight from your salary, before tax.
Thank you for supporting people to leave homelessness behind for good.

Payroll Giving Form

I would like to give tax free from my salary to Crisis

- ☐ **£10 per month**, at a cost to me of £8*
- ☐ **£15 per month**, at a cost to me of £12*
- ☐ **£20 per month**, at a cost to me of £16*
- ☐ **£50 per month**, at a cost to me of £40*

*at 20% basic tax rate

Other amount of £ ☐ per week ☐ per month

I already donate to charity by Payroll Giving ☐ Yes ☐ No

If you already give to charity by Payroll Giving this donation will be added to existing donations unless otherwise instructed.

A **£10 donation** to Crisis would only cost:

£8 for basic rate taxpayers (20%)

£6 for higher rate taxpayers (40%)

£5.50 for those paying 45% tax

How it works

Your details (Please complete in block capitals)

Title: First name:

Surname:

Address:

Postcode:

Phone no: Mobile:

Email:

Employer's information

Employer's name:

Address:

Postcode:

Employee or National insurance number:

Important note: You will find the number on your payslip. This will help us process your donation.

Payroll Giving declaration

Please deduct £ from my gross pay each ☐ week ☐ month as a gift to Crisis.

I understand that no further tax is recoverable on this gift and that it may not be used as payment for goods or services received.

Signed: _____ Date: _____

Thank you for supporting Crisis. We would love to keep in touch with you.
Please let us know if you would like to hear from us about Charity news and Fundraising communications. You can read our full data protection policy on our website at crisis.org.uk/privacy.

☐ Phone
☐ Email

☐ Text
☐ Post

Photocopy this form so employees can complete and forward to their Payroll or HR team for processing via the chosen Payroll Giving Agency. **Alternatively, scan the QR code to sign-up.**



Make your launch a success

We'll give you everything you need – from posters and templates to expert advice. Here are our top tips for a brilliant start:

- ✓ **Launch with energy**
Hold a kick-off event or share stories from Crisis members to inspire sign-ups.
- ✓ **Involve leadership**
When managers and directors lead by example, more employees join.
- ✓ **Use ambassadors**
Nominate staff ambassadors to keep Payroll Giving visible in your workplace.
- ✓ **Share the stories**
Posters, emails and intranet updates bring to life how donations help people find and keep a safe, secure home.
- ✓ **Match donations**
If your company matches donations, shout about it to boost sign-ups.
- ✓ **Include at induction**
Make Payroll Giving part of the welcome for every new employee.
- ✓ **Celebrate success**
Update your teams on how much has been raised and the difference it's made to people experiencing homelessness.



"Look at me now. After 27 years in the UK, I have my own property."

Eva, former Crisis member

Your company can help end homelessness – one payday at a time.

For more information, visit **crisis.org.uk/payroll-giving** or email our team on **payrollgiving@crisis.org.uk**

Alternatively, scan the **QR Code.**



Thank you



Registered Charity Numbers: E&W1082947, SC040094. Company Number: 4024938.

Crisis