

# News



Registered Charity Number 1027559

**FOR THE LOVE OF OUR CHILDREN**

## **MATCHED FUNDING**

Matched giving (or matched funding) is a simple way of maximising the fundraising efforts of our individual PTA volunteers. It is an informal albeit corporate arrangement between a company and their employee. Companies pledge a sum of money relating to the amount their employee has raised for or donated to the charity of their choice.

For example, a parent, who works for a company that offers matched giving, volunteers to work on the refreshment stall at the PTA summer fair. The profit made by the stall is £100. The parent's employer will then match this amount with a further £100.

Some organisations will match fund on a £ for £ basis, others will stipulate what they are prepared to give.

Some companies will also pledge time and resources instead of money, so enabling their employees to support a cause during their working week, or offering a tangible service such as the opportunity to print posters, programmes, newsletters and so on. Alternatively, a parent may opt to make a cash donation to the PTA, which again could be matched by their organisation.

## **Benefits of matched giving**

### **For your company**

- Staff morale is boosted by having their efforts supported by the company
- The company can support more than one charity/voluntary group
- The usual benefits of charitable donations being written off against taxable profits apply
- Positive PR opportunities
- Encourages a growing sense of social responsibility
- Matched giving should not increase the administrative burden that applies to ordinary donations
- Can encourage a feel-good factor among employees about the organisation they work for

- Enhances corporate image and reputation

### **For your PTA**

We can benefit in a huge way of receiving up to double the amount it would have, without any additional effort involved. There is also the possibility that, once a company has got to know your PTA through its employee(s), they may choose to continue to support the association in other ways, additional to the original matched giving scheme, such as through sponsorship, gifts in kind (for raffles, auctions) or a general donation. It may also encourage other parents to approach their employers and thus expand the network of corporate sponsors for your association.

### **For You**

You will benefit by seeing your contributions being increased through the support of your employer.

Options to choose from

- Organisations may match fund in a variety of ways the most common being:
- Time donated by their staff for voluntary work
- A donation made to the charity
- The matching of funds raised from a sponsored event such as an Auction.
- The matching of funds raised through a specific activity e.g. your class cake stall.
- Companies may also be happy to consider gifts in kind such as donating equipment or services like in-house printing. If the gift is appropriate to the association, this can actually be far more valuable than a cash donation.

### **Setting up a matched giving scheme**

Community relations or HR Manager will be the person to approach initially. In smaller companies where such a post does not exist, it is preferable to go to the immediate line manager to ascertain the most appropriate person to speak to.

It is important to 'sell' the value of supporting the PTA. Explain why the PTA needs funds and what you do for your school community. If you feel more comfortable taking along a PTA committee member, for support and to give more information about why giving to the PTA is a good idea – we are happy to join you!

Once your company has agreed to a match give, ask them to put their pledge in writing to the PTA. While there is no standard form for making this commitment, it is useful for everyone to have the pledge confirmed, including details of any agreed limit. To get things started you need to ask your employer if they operate or are interested in running a matched giving scheme. Once the company has agreed to a match give, they will probably ask you to complete a request form. If this is not the case, ask the company to put their pledge in writing to the PTA. Ensure that your association formally acknowledges the contribution made by the company and their employees.

## Case Study

Cath Garel, former PTA Committee member, Holy Trinity School, Sheen

"I work for ExxonMobil (brand names Esso and Mobil) and they run a Volunteer Involvement Programme for employees. So, for every 20 hours volunteering I do, either as a governor or being involved in PTA activities, my employer matches my time with a donation of £250 to the school. The PTA then benefits from my time and the financial donation. And I can claim up to four times a year. The same scheme also provides matched funding up to £250 for monies raised at an event such as a sponsored run. In 2010 grants amounting to over £200,000 were awarded to schools, charities and community groups as a result of ExxonMobil employee volunteering".

**If you or your partner work for one of the following companies, we would love to hear from you regarding Match Funding for our next PTA projects in March and April.**

### Companies Currently Running Match Funding Schemes

Below is a list of companies which we understand will match the charitable gifts of their employees. If your company is not listed, please contact your Human Resources department to enquire if such a scheme exists. A number of overseas organisations also operate similar schemes, particularly those in the US.

If you are interested in donating through the matching gift scheme, please contact your Human Resources department for a form which needs to be completed and sent to us. By using this scheme you can make your gift worth even more to us.

3i	Johnson & Johnson	Royal and Sun Alliance
3i Deutschland GmbH	J P Morgan & Co	Royal Bank of Scotland Group
Abbey National	Kellogg's	Royal London Mutual
ABN Amro Bank	Kingfisher	Insurance
Accenture	KPMG	Royal Sun Alliance
Alfred Dunhill	Legal & General	Moody's Investors Services
Alliance & Leicester	Cornhill Insurance	Ltd
Alliance Capital	Coutts Bank	Morgan Stanley
American Express	Credit Suisse First Boston	National Grid Transco
Amoco Foundation	De La Rue	National Power
Anglian Water	Debenhams	National Westminster Bank
Argos	Deloitte Consulting	NCR Corporation
Arla Foods	Deutsche Bank	NFC Northern Electric
ARM Holdings	DHL	Norwich Union
Asda	Diageo	O2
ASSEAL	Dixons Group	Pearson
AstraZeneca	Dresdner Kleinwort	Peugeot Motor Company
AT Kearney	Wasserstein	Pfizer
BAA	Eli Lilly	Philip Morris International
Bank of America	EMI Group	Philips

Bank of England	Energis	PPG Industries Foundation
Bank of Scotland	Ericsson Telecom	PricewaterhouseCoopers
Bank Of Tokyo-Mitsubishi	Ernst & Young	Proctor & Gamble
Bankers Trust	Experian	Reuters
Barclays Bank	Exxon Mobil	Robert Fleming & Co
Barclays Capital	Fidelity Investments	Rolls Royce
Barclays Group	First Bus	Schroder's
BG Group	First Group	Scottish and Southern Energy
BOC Group	Ford Motor Company	Seaboard
Boeing Commercial Airplanes	GlaxoSmithKline	Shell
Boots	Goldman Sachs	Siemens Medical
Boston Consulting Group	Guardian Royal Exchange	Sigma Securities
BP	Halifax	SIT Investment Associates
Bradford and Bingley	HSBC IBM	Foundation
Bristol-Myers Squibb	IDEO	Sky Broadcasting
British American Tobacco	Industrial Bank of Japan	SmithKline Beecham
British Gas	Invensys	Southern Electric
BT	J Sainsbury	Stagecoach Group
C & A Stores	Littlewoods	Stagecoach Holdings
Cable & Wireless	Lloyds TSB	Standard & Poor's
Camelot Group	Marks and Spencer	Sun Life of Canada
Cap Gemini	Mars	Swiss Bank Corp
Capital International Research	Marsh & McLennan	Tesco
Carlsberg Tetley	Companies	Texaco
Cemex UK	McKinsey & Co	Thames Water
Centrica	Mercury Asset Management	The Economist Group
Chase Manhattan	Merrill Lynch	UBS Warburg
Citibank Group	Microsoft	Unilever
Cooperative Bank	Midland Bank	United Airlines
	Midlands Electricity	United Utilities
	Mitsubishi	Vodafone
		Warner Music International
		William M Mercer
		Woolwich
		Yorkshire Water