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## Making Payroll Count

Newly launched initiative is the beacon behind the concept of Payroll Giving in SA

The payroll industry has much to contribute towards the process of socio-economic development and community upliftment, and now is the time to make daily activities count, says Steve Howes, chairperson of the South African Payroll Association.

Recently elected to run as chairperson of the organisation for a second term, Howes points to the newly established South African Children Charity Trust (SACCT), a charity organisation the Payroll Association recently partnered with, as a credible, unique vehicle through which business, government and the public can make a lasting difference to those less fortunate.

Credibility, integrity and regulation remain key issues within the charity and welfare sector. The situation has forced organisations to join forces and harness their energies and resources in order to tackle common challenges. It is against this backdrop that the SACCT came into existence.

SACCT is the largest operational children's charity organisation in South Africa and consists of the following reputable charities:

CHOC Childhood Cancer Foundation of South Africa

The South African Red Cross Society

Cotlands

The Reach for a Dream Foundation

The Ithemba Trust.

"There are many charity campaigns and industry-led social responsibility programmes in existence within South Africa and the reality is that this situation represents a challenge for the successful launch and sustainability of any new activity. However, the SACCT is based on a proven mechanism and global patent that will raise substantial amounts for charities and revolutionise the fundraising industry for charities," says Howes.

The initiative is based on a worldwide concept that has raised more than R1,057 million\* for charity in the UK during 2004, although a mere 1% of companies participated in Payroll Giving. In the United States, approximately 30% of the workforce donates to charity through Payroll Giving.

"Depending on the level of participation by the individual companies, there are two options available, such as a deduction from salary and / or a deduction from cell phone account or both. This is done in strict accordance with uncomplicated and sound legal governance," adds Howes.

As an organisation established to safeguard the interests of payroll administration personnel and help facilitate and manage change and development within the payroll industry, the South African Payroll Association has a pivotal role to play in advocating participation from companies and communicating the benefits and progress of the initiative.

"We are an established organisation within the payroll administration sector with strong representation at decision-making level and this places us in a key position through which to encourage greater participation in the initiative, help sustain its development and subsequently raise the profile of the industry in general," Howes concludes.

For more information about SACCT, click through to [www.sapayroll.co.za](http://www.sapayroll.co.za) or call (011) 675 0650.

\*Exchange rate at time of publishing