

Nedbank Invests in Payroll Giving Initiative - January 2006

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Nedbank has made a pledge to support Payroll Giving, a national initiative to raise funds on behalf of several established charities, organised by the South African Children's Charity Trust (SACCT) and the South African Payroll Association.

Payroll Giving is targeted at corporate South Africa and is implemented as a mechanism by which employers and their employees can voluntarily make regular, controlled financial contributions towards five local charities including: CHOC (Childhood Cancer Foundation South Africa), The South African Red Cross Society, Cotlands, Reach For A Dream and Ithemba Trust.

The South African Payroll Association is a key partner in the campaign and is entrusted with the task of helping to establish the concept locally.

"The idea of Payroll Giving as an established, credible mechanism for donation being integrated into the business is already in operation in Europe, the US and the UK and has proven to be very popular. Our first point of departure, in terms of strategy into South Africa, is to generate awareness of what the process involves, how businesses can become part of it and how easily it can be incorporated. As Bill Gates has said, if you present people with the issue and a solution, you will gain a response," says Howes.

The banking institution has committed to implement Payroll Giving, run through its e-Shared Services digital strategy, a division of Group HR, which will enable employees to freely donate from their desktops.

Lyn Chivers, Senior Manager, Nedbank: Group HR e-Shared Services-Coastal, believes Payroll Giving serves as a credible and effective means of following through on corporate social responsibility in a simple, yet significantly valuable manner.

"Not all staff are able to invest time in good causes. Payroll Giving offers an effective and regulated means of contribution and ensures that over 90% of any funds raised go to The South African Children's Charity Trust and our charity of choice," says Chivers.

The main aim, says Chivers, is to secure the buy-in of as many members of staff as possible.

"Even if each person donates R5 a month, Nedbank will make a significant difference to the lives of those in need," she adds.

Dawie Crous, Trustee of the SACCT, welcomes the inclusion of Nedbank into the initiative.

"It is a privilege to have Nedbank on board. This is a major boost for the campaign. Payroll Giving was officially launched in December 2005 and our key objective at this point is to generate awareness and ensure that corporate South Africa fully grasps the purpose behind the campaign. With the support of our partners, including the South African Payroll Association, we are confident that the profile of the initiative will continue to be strengthened," says Crous.

For more information on Payroll Giving and the SACCT, click through to www.sapayroll.co.za or contact Ms Miriam Stone on (011) 675-0650.