



# Make it Easy to Do Good with *Payroll Giving*

## Drive participation by making giving easier

Payroll is by far the easiest way for your people to donate to their favorite charities through your work-place giving program, and that's critical to driving engagement.

Whether it's a one-time or recurring donation, giving through payroll allows your people to donate any amount, big or small, directly from their next paycheck—so anyone can take part in your program.

And it's better for charities too! With no additional merchant fees attached, payroll giving through the Benevity platform is the single most cost-effective way for charities and nonprofits to receive donations.

Payroll giving *increases*  
donation participation by

 **69%**

 **80%**

of US companies said that giving by payroll contribution was key to their Goodness program participation and engagement.\*

\*America's Charities, 2014

Donated to this cause elsewhere? [Request a Match](#) instead.

Enter a Donation Amount in USD

25.00

CONVERT CURRENCY

Your Estimated Match

\$25.00

EDIT MATCH

Choose a Donation Frequency

One-time

Recurring

Schedule a future start date

Choose a Payment Method

Giving Account Balance

Payroll Deduction

Credit Card

PayPal

## One of the most powerful ways to boost engagement

The easier you can make giving for your employees, the more likely they'll be to do it through your program, and payroll is as easy as it gets. Payroll donations comprise more than 75% of total donation volume in most Goodness programs within the Benevity client community.

## Include everyone

Not every employee has a credit card, PayPal or Apple Pay, but they all get a paycheck. By giving more people an opportunity to do good, you're inviting them to feel part of something bigger. And when they donate through payroll, more of their donation—whether it's big or small—gets to the charity, so you're helping them maximize their charitable impact, too.

## Integrate seamlessly

Payroll through Spark is set up to work with your company's specific payroll schedule. It can be set up by country, employee status (full-time, contractor, etc.) or other criteria, and CSV exports from Spark will integrate seamlessly with your payroll system. We also have a certified integration for Workday HCM, so if your company uses Workday, we can seamlessly automate your payroll donation process, with no extra work for you. We're proud to say the leading HR management companies, including ADP and Workday, use payroll giving through Benevity.

In the Benevity client community, more than

75%

of the total donation volume in most Goodness programs are made via payroll.

It's better to give through payroll contribution because we can count on what revenue will be coming in for all our various projects, and we can allocate those funds. We can set it aside to hire this specialist or that scientist. *I can't reiterate enough how important payroll giving is.*

- Angie Fitzgerald, Strategic Director of Corporate Alliances & Solutions, American Cancer Society

## Engage globally

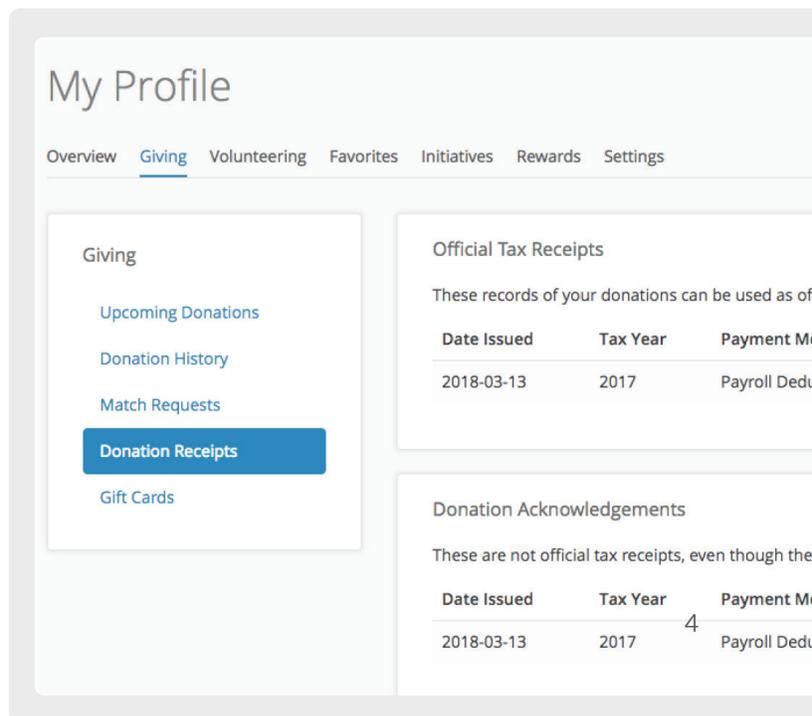
With fourteen currencies available in Spark payroll, you can create the most global (and local!) experience for your employees around the world, so everyone feels included regardless of their location. Available currencies include: USD, AUD, CAD, EUR, GBP, ILS, INR, JPY, PHP, PLN, SEK, CHF, SGD, ZAR.

## Save charities money

Since payroll doesn't come with merchant fees, like credit cards do, recipient charities receive more money through payroll donations on the Benevity platform than through any other method (including their own websites!).

## Help people budget

Your employees can add funds to their Giving Accounts through payroll now to donate later, so they'll have money available for unplanned opportunities, like disaster relief or a colleague looking for support for a cause. Spark also has a built-in calculator to show them how much they're contributing over the year through their recurring donations.

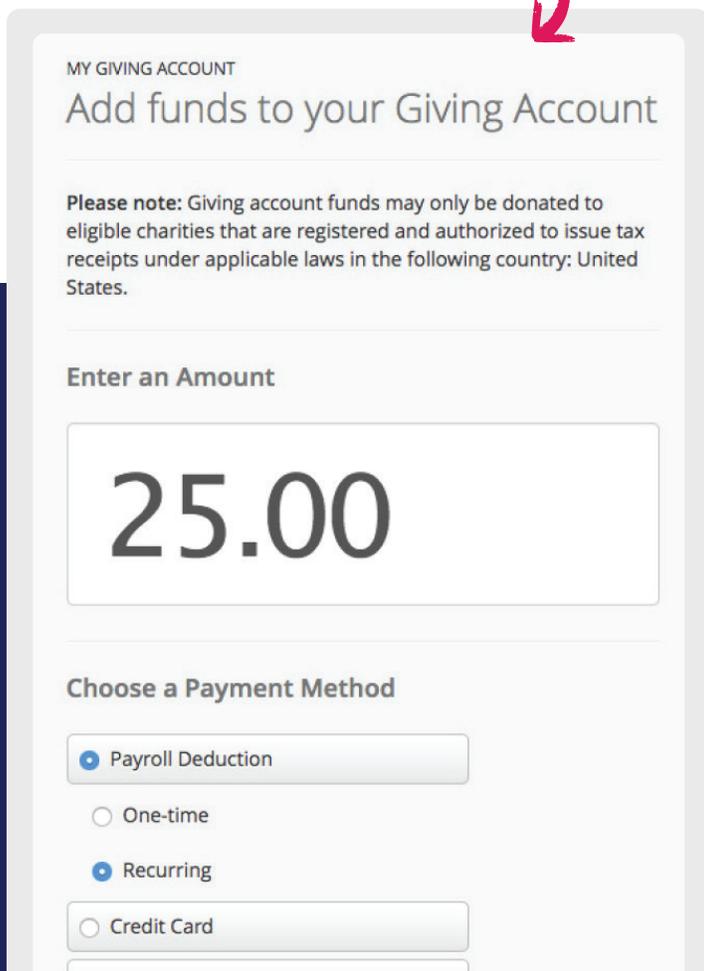


## Get automated tax receipts

When your people make donations through payroll on the Benevity platform, they can quickly and easily download a tax receipt at the end of the year for all eligible donations.

## Get data to inform strategy

When your employees set recurring donations through payroll, you can see which causes they're passionate about and how much they're giving, and you can use that data to forecast donation volume and inform your strategy and budget.



After launching payroll giving for their international employees, one Fortune 500 Benevity saw participation increase by up to

 30%

in countries where program engagement had been a challenge.

# Turn on payroll and turn up engagement. *Ask us more about payroll giving through Benevity!*

- Drive participation by making giving easy
- Engage everyone, regardless of income or location
- Create a greater impact for causes
- Integrate seamlessly with your payroll schedule and systems
- Gather data to inform your strategy and budget
- Help employees manage their budgets



Benevity, Inc., a B Corporation, is the global leader in online workplace giving, matching, volunteering and community investment software. Many of the world's most iconic brands rely on Benevity's award-winning cloud solutions to power corporate "Goodness" programs that attract, retain and engage today's diverse workforce by connecting people to the causes that matter to them. With software that is available in 19 languages, to more than four million users around the world, Benevity has processed over 2 billion dollars in donations and 10 million hours of volunteering time this year to almost 150,000 charities worldwide.