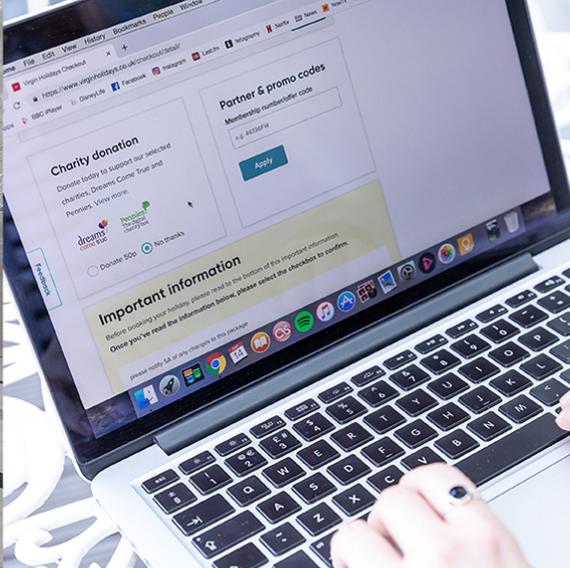


ADV

If you're servin
served in the
and need some h
www.british

Impact Report

2020/21



Pennies!



NHS staff and patients are supported by the critical work of Leeds Hospitals Charity. The charity receives a percentage of the micro-donations made in local branches of The Entertainer to support Leeds Children's Hospital specifically.

PHOTO: Leeds Hospitals Charity

Contents

- 3 A message from our CEO
- The Pennies mission**
- 4 The movement and our digital charity box
- 5 Our charitable activities
- Measuring our impact**
- 6 Our reach and charity impact
- 7 Social value and Social Return on Investment
- Realising our impact**
- 8 Millions of additional funds for charity
- 9 Adapting to consumer need and payments trends
- 10 Responding to global crisis
- 11 Championing accessible giving
- 12 Encouraging better business through fintech
- 13 Building communities
- Making pennies count**
- 15 Our spending and funding
- Looking ahead**
- 16 What's next?
- 17 A message from our Chair
- 18 Special thanks: funders, trustees and ambassadors

All photos in this report are copyright of Pennies, unless otherwise stated.



A message from our CEO

Pennies Impact Report 2020/21

Welcome and thank you for reading our latest Impact Report.

Last year, when 80% of our partners' doors were closed to consumers at some point, we saw donation volume increase by 6% year on year. This is incredible, and a testament to the desire of the UK public to join together, opt in and make a difference.

The total figure raised in 2020 was an amazing £5.4 million, from 22.7 million micro-donations. This has given us super momentum into 2021, and is even more promising when we consider the potential numbers we can achieve with all our partners reopened for a full 12 months.

Our first ever virtual event at the end of 2020 explored the role of social purpose in business. It is no surprise that the widespread adoption of Environmental, Social and Governance (ESG) agendas is now proving another seismic shift in business, and all signs point to further acceleration in the next 12 to 24 months.

Pennies brings real value and scale to the 'social' element of ESG. While donations are always anonymous, we track each one from click to impact, meaning we're well placed to tell stories of how consumers, colleagues and brands are transforming lives through digital small change.

One certainty is that the pace of change in payments, retail and hospitality shows no sign of abating. At Pennies, we continue to evolve and respond to heightened demand, an indication that firms see micro-donations, and the social impact they bring, as key to their future plans.



Alongside our partners, we have used the recent periods of change to pivot, and have developed further new omnichannel solutions. As consumer habits adapt to the new world, micro-donations need to be tech-ready and future-proofed so customers don't miss out on doing what they love – which is to give a little when they can.

We never stand still, so alongside the growing channel options such as order and pay at table, we continue to work on more e-commerce solutions – and now micro-merchant and subscription models too. The emerging side of payments, and micro-donations, is truly limitless!

In recent months, we have recruited new talent to the Pennies team because we believe with the right resource, we can set Pennies up to deliver more ambitiously and resourcefully than ever before.

I am also excited to announce the launch of three distinct new advisory boards here at Pennies, where we have attracted 40 senior business leaders to drive us further forward and help strengthen the micro-donation movement and its reach.

There is, as ever, a great deal to do, but with your help we can deliver, and change the world one penny at a time.

A handwritten signature in black ink that reads "Alison".

Alison Hutchinson CBE
Chief Executive
September 2021

The Pennies mission

Pennies is a charity with a simple mission: to protect and grow micro-donations. Our aim is to ensure that people have digital ways to keep giving those small amounts that mean so much to charitable causes, and are the life-blood of charitable giving in the UK.

We promote and champion the act of giving through affordable and convenient digital micro-donations, and facilitate giving through our own digital charity box, making grants to hundreds of charities. Through our work, we aim to improve efficiency and effectiveness within the UK charity sector and maximise the potential for all charities to deliver their own aims and objectives.

The Pennies movement

Pennies' work is made possible through our movement of like-minded individuals and organisations from across a range of sectors that support us to develop ideas, deliver solutions and drive innovation in charitable giving.



The digital charity box ecosystem

Our digital charity box offers people a chance to make giving part of daily life, in a way that's accessible and sustainable. In turn, it provides valuable additional funding for charities, allowing them to enhance their impact. Here's how it works:

Technology is enabled

We work with payments and technology companies to develop the Pennies donation option across different retail and payments channels, creating solutions that work for each customer journey.

Merchants join in

On the high-street, online or in-app, we work with merchants to implement our digital charity box and give customers the option to donate to charity when they make a payment by card or digital wallet.

Customers give

Just as they would drop loose change in a collection tin, customers can make a small, one-touch donation when paying by card or digital wallet with a partner merchant – without handing over any personal data.

Charities benefit

The merchants' nominated charities are promoted at point of sale, and we do all the work to ensure donations flow from point of sale through to grant-making. The impact is reported back to businesses and customers.

What we do

Our charitable activities

Pennies is a charity registered in the UK, the Republic of Ireland and the Isle of Man, and our charitable activities are at the heart of everything we do. From making giving more accessible to raising valuable new funds through our digital charity box, read more about how we deliver our mission below.

Encourage giving and promote the sector

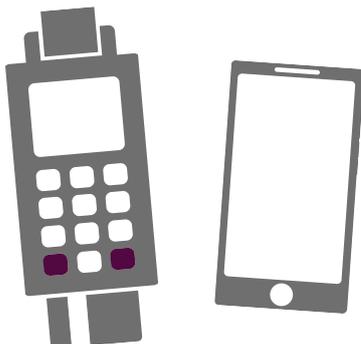
Pennies uniquely brings together voices and leaders from across industries and unites them behind a common goal. We are a prominent voice in the UK encouraging efficient, sustainable and innovative giving, ensuring charities continue to thrive in a fast-paced and ever-changing digital world, and that the public still have affordable ways to give to charity.

Enable millions of charity donations

Our digital charity box is a simple and intuitive upgrade of the charity collection tin; a digital donation option that we have created in partnership with payments and technology providers. Day to day we keep it running: implementing with new partners, verifying and collecting donations, and granting those funds to charities. Millions of pounds are donated through the digital charity box each year, supporting hundreds of charities and creating real social value.

Unlock technology for good

The payments landscape is changing faster than ever. We work closely with all major payments and technology providers, fintech leaders and industry bodies to make sure Pennies is evolving too, delivering new solutions that respond to merchant and customer demand. By staying in touch with current innovations, we keep unlocking tech for the benefit of more charities.



Support our partner organisations

We monitor our donation data for trends and insights, track research and behaviours in the retail, hospitality, payments and charity sectors, and respond to changing consumer preferences. We use our expertise to maximise the impact of each partnership, from conducting charity due diligence to finding ways to boost donation levels and communicating to customers how donations are making a difference.

Measuring our impact

As a digital charity, it's not always possible to measure our impact in traditional ways. Our beneficiaries are both the charities that receive grants and the individuals they support, and we also help the general public by giving them the chance to donate in a way that's affordable, meaningful, and makes them feel good.

To best capture the scope of our impact, we look at three key measures: our reach, the impact of the charities receiving Pennies grants, and the wider social value created by our work as a whole.

Our reach

Our movement is all about providing people with an easy, affordable and positive way to give their small change a big purpose.

That's why measuring our reach is so important, and why we are so committed to bringing Pennies to as many merchants as possible. We track a number of elements to assess our reach, from the

number of individual shops on the high street offering Pennies at the till to the number of donations made each day, week, month and year.

By reaching more consumers we are achieving two core parts of our mission: making giving more accessible and maximising the funds available in the charity sector.

Charity impact

The direct impact donations have on the charities we support is an important measure of our success. Ensuring that micro-donations add up to something meaningful, and that they help charities to create positive change, is crucial.

As well as regularly reporting stories from benefiting charities on our website, through social channels and in this annual impact report, we work closely with partner merchants to help them report this impact back to customers.

We do this because we want donors to understand the impact of their digital pennies. Millions of customers are part of a huge community of digital givers when they donate with Pennies, and when we share the difference they are making, we build a stronger sense of that community across business, charities and consumers.



“
Sharing charity stories
encourages
future donations
”

Not only does telling charity stories encourage transparency, and illustrate the work already made possible thanks to micro-donations, but it helps maintain an 'impact cycle' by encouraging future donations.

63% of the British public have said they are more likely to donate again if they can see that their donation adds up to make a positive difference.¹

¹ Independent research conducted on behalf of Pennies by Marketiers 4DC polling 2,006 adults in the UK, June 2019

Social value

Social value allows us to analyse the broader benefits of our work, including the social, economic, and environmental value created by our activities and those of the charities we support.

We measure this value through the social return on investment (SROI) framework which looks at impact from the perspective of the people we help and provides us with an SROI ratio: a simple measure of the value created relative to every £1 we spend as an organisation.

We've worked closely with SocialProfit Calculator, an organisation accredited by Social Value UK, to assess the value created by our work in 2018. The focus is on three primary areas: the social and economic value created by our staff and volunteers; the value created by charities receiving donations in 2018; and the value created by the act of making a micro-donation through the digital charity box.¹

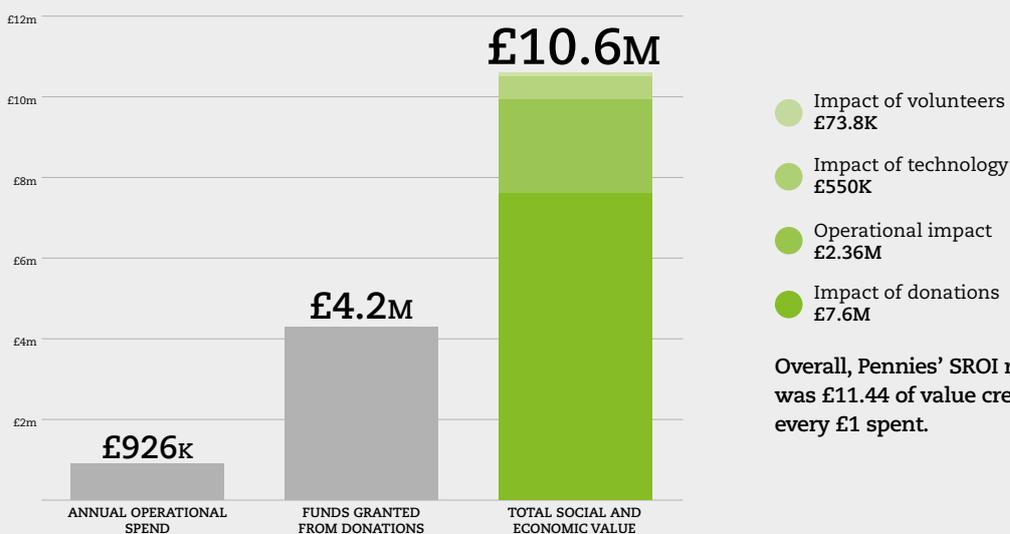
Although we did not conduct a new review of our social impact based on data from 2020 due to the upheaval caused by the pandemic, the data from 2018 still provides insight into how Pennies' operations are making a difference.

Overall, Pennies' SROI ratio for 2018 was £11.44 of value created for every £1 spent. In 2019, we saw a 19% increase in the value of grants payable to our benefiting charities (a total of £5.1 million), and in 2020, the total value of grants payable remained consistent at £5 million.²

As a significant proportion of Pennies' social value is created by the impact of the micro-donations we enable, we can deduce that significant additional social value will have been created through our work in 2019 and 2020. We will continue to work with third parties to independently assess our social return on investment going forward.

Social value

Our Social Return on Investment (2018)



Overall, Pennies' SROI ratio for 2018 was £11.44 of value created for every £1 spent.

This ratio is significant because of the unique way Pennies operates. In line with our mission, the funds generated through the digital charity box are raised very efficiently compared to the normal costs associated with fundraising. Because Pennies takes on this cost on behalf of all benefiting charities, we free up charities to spend their time and resources on their own work.

¹ The SROI framework was used to measure the inputs, activities, outputs and outcomes experienced by Pennies' stakeholders and beneficiaries. The analysis types, proxy values and impact measures used by SocialProfit Calculator for the SROI report are approved by HM Treasury, the Cabinet Office and the Office for National Statistics

² Pennies Annual Report and Financial Statements, 2020

Realising our impact

In 2020 and so far in 2021, we have worked to maximise our impact by continuing to adapt to vast changes across the sectors we work in, while also addressing the key challenges Pennies was set up to address more than 10 years ago.

As well as helping businesses and charities respond to crises, we've kept true to our goals of ensuring people have affordable ways to donate, giving businesses a way to help lead the micro-donation movement, and we continue to develop, invest and grow digital donation opportunities for the benefit of the entire charity sector.

Millions of additional funds for charity

Micro-donation opportunities in 2020/21 have been impacted by peaks and troughs in trading, temporary business closures and brands pivoting to provide alternative products, services and ways to pay.

Despite huge disruption, 22.7 million individual micro-donations were made with Pennies in 2020, a 6% increase on the previous year.¹ Even though 80% of our merchant partners closed their doors at some point in 2020 in response to national lockdowns, the public's will to give a little extra when they shop has never wavered. Indeed, that 'will to give' grew last year, as we saw more consumers engaging and donating with Pennies than ever before.

In total, we raised £5.4 million from customer micro-donations in 2020, just 4% down on the £5.6 million raised in 2019. This was in part due to the average donation value for online merchants, where we saw the majority of donations, being a few pence lower than the average donation value in store.

Even before the coronavirus pandemic, UK charities were facing major challenges, with a 2% decline in donations reported each year from 2017-19.² This has continued into 2020 and 2021, with almost 50% of charities reporting a decrease in income over the past 12 months.³ This has only reaffirmed the need for affordable and adaptive forms of giving and we were reassured to see more merchants implementing Pennies in 2020 than any year previously.

On average, we saw someone donate with Pennies every 1.3 seconds in 2020, and the potential remains hugely significant. If every UK cardholder donated just 35p a week, we could raise in excess of £1 billion every year for charity.

At a time when charities have never been more in need of support, Pennies has shifted with the changing ways people shop, spend and give, generating millions in additional funds and creating impact from a local to a global level.

£5.4M

raised through the digital charity box in 2020



6%

increase in number of micro-donations made with Pennies

¹ Pennies Annual Report and Financial Statements, 2020

² CAF UK Giving report, 2019

³ Pro Bono Economics Charity Tracker, May 2021

Adapting to consumer need and payments trends

Pennies was born out of the noticeable move from cash to card payments, and the serious need for more digital ways to donate to charity. But over the past decade the pace of change has accelerated beyond even the most enthusiastic predictions.

For this reason, we have prioritised the development of new micro-donation options within emerging payments and customer journeys in recent years, and the pace of change took on an additional sense of urgency in 2020.

In light of the pandemic, we've seen a rise in the contactless card payment limit, merchants limiting cash use in stores, a huge shift to spending online, and a significant shift away from fundraising via cash collections and mass-participation fundraising events.

As a result, we maximised our focus on e-commerce in 2020, developing new plugins for Magento and Salesforce merchants to sit alongside our own API, making it easier than ever to implement micro-donations in online payments.

We also encouraged more merchants to implement online as soon as the first UK-wide lockdown was imposed. Approximately 66% of donations made with Pennies in 2020 were made by customers shopping online or in-app, the first time since 2016 that online donations outnumbered those made in-store.

In anticipation of stores reopening after lockdowns, we began working with existing partners to offer swift, responsible and low-contact pay and donate options.

We worked with Azzurri Group and digital agency AND Digital to implement Pennies in the group's new pay at table app in time for the easing of COVID restrictions in England in April 2021. Ensuring micro-donation functionality was included in the app was critical for Azzurri, to protect the vital charity funds they've been raising with Pennies for more than 10 years through their brands Zizzi and ASK Italian.

During this period, we saw record numbers of merchants enabling micro-donations in their contactless payment journeys too. Pub brand Fuller's and roadside retail operators Rontec and MFG all launched Pennies in their contactless journeys this spring, resulting in three times as many donations in some sites.

Pennies also worked with mobile tech firm Systopia in 2021 to include a micro-donation option within their mySystopia app, a payment app for onsite workplace food and beverage facilities.

Alongside new technology launches, we continue to develop integrations that will see Pennies present in pay by link, Request to Pay and Direct Debit journeys in future, another sign of how truly omnichannel micro-donations are becoming.



Realising our impact

Responding to global crisis

Pennies offers businesses a flexible way to support both long-term charity partners and more immediate campaigns. Micro-donations have supported flood appeals in the UK and charities responding to humanitarian crises abroad. But recent events have called for us to be more responsive than ever.

In early 2020, we helped Dixons Carphone swiftly respond to the WWF's Australia Bushfire Emergency appeal, as 18 million hectares of land burned in Australia. Customers in Carphone Warehouse stores were able to micro-donate to the appeal, providing urgent support by raising more than £7,500 in just two months, before sites were closed due to the coronavirus pandemic.

As the pandemic began to disrupt daily life in the UK, a number of Pennies partners chose to shift their focus and help raise funds for charities tackling the impact of COVID-19 and support those working on the frontline.

Roadside retailer Motor Fuel Group temporarily shifted from supporting their existing charity partners to collecting micro-donations for NHS Charities Together, whose COVID-19 Urgent Appeal was set up to help frontline NHS staff and volunteers, as well as patients and families impacted by the virus.

Meanwhile, health retailer Holland & Barrett enabled Pennies' micro-donation option for the first time at the height of the UK's first lockdown, implementing online and in-store in just 10 days – all to offer vital support for NHS Charities Together. Motorway services retailer Moto also enabled Pennies across its sites in 2020, initially supporting NHS Charities Together and the National Emergencies Trust Coronavirus Appeal, which provided grants to individuals and communities most affected by the pandemic.

Pennies also launched its first ever direct-to-public fundraiser, to support the national fundraising effort for NHS Charities Together and the National Emergencies Trust, utilising our networks to raise much-needed additional funds.

In total, Pennies has granted more than £350,000 to NHS Charities Together and the National Emergencies Trust in 2020 and 2021¹ thanks to customer micro-donations across merchants, and our own campaign.

In addition, many merchants chose to keep supporting their existing charity partners who were also working on critical COVID-19 responses, ensuring beneficiaries remained safe and cared for during a remarkably challenging time.

Half an hour of micro-donations from customers in Holland & Barrett stores and online



could help NHS Charities Together provide a hot meal for a clinical staff member who has been living in a hotel to protect their family from COVID

¹ Grant total correct as of September 2021. Please note, all data relating to 2021 donations and grants is currently unaudited. Final numbers will be available in our Annual Report & Accounts published mid-2022.

Championing accessible giving

While it has been a challenging period for business and charity, it has also been challenging for consumers, with jobs lost, roles furloughed, and budgets squeezed.

Recent research has shown that ‘value for money’ is the biggest consideration for consumers when spending – with 63% of consumers considering affordability their top priority.¹ Against this backdrop, the need for convenient and affordable ways to contribute to charities is clear.

By creating more opportunities to micro-donate in 2020, and in 2021, across sectors and channels, we are helping to make the act of donating to charity something that everyone – regardless of age, income or location – can engage with.

2020 saw Pennies rolled out across Poundland stores in the UK, bringing micro-donations to hundreds of high-street shops and hundreds of thousands of customers. Within a year of rollout, 1 million micro-donations had been made by Poundland customers, supporting charities including Whizz-Kidz, Make-A-Wish UK and Tommy’s.

Innovation in our partnership with Outdoor & Cycle Concepts too has helped make donating even more affordable. A flexible donation proposition means customers in Cotswold Outdoor,

Snow+Rock and Runners Need stores are offered the chance to make a donation proportionate to their basket size.

We also celebrated the 100 millionth donation made with Pennies in July 2020 – less than 10 years since the first digital penny was donated by a Domino’s customer.

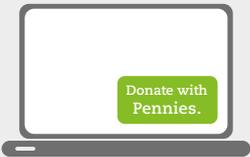
At that point, those 100 million individual donations had raised £25 million for charity. As of September 2021, the number of micro-donations enabled since launch sits at 127 million and counting.

The range of partners now collecting micro-donations has proven that regardless of the basket size, from a few pounds on an essential shop to a major purchase, people respond positively to Pennies and want to give in this way.

In fact, if all the micro-donations made during 2020 were made up of real pennies, laid end to end they would reach a quarter of the way round the Earth.

Ensuring that giving to charity can be both affordable and effective is crucial to Pennies’ success. We’re proud to allow ever greater numbers of people to contribute to good causes every year, helping them have a direct impact on the charities they care about.

63%
of consumers consider affordability a top priority when shopping



127M
micro-donations
have now been made using Pennies

If donations made in 2020 were real pennies, they would reach

1/4 of the way round the Earth



¹ Customer Connections: Competing in the New Reality, KPMG, July 2020

Realising our impact

Encouraging better business through fintech

In recent years, the rise of more ethically-minded and community-focused consumers has been well documented, and stakeholders and customers are demanding more from business.

Pennies' own research has shown that 66% of people believe businesses have a responsibility to contribute to their local communities, while many also expect business to tackle social problems and offer customers the opportunity to donate to charity when they shop.¹

Within business, Environmental, Social and Governance (ESG) agendas have become a key priority at board level, and whilst the focus has been on the environment and climate in recent years, the last 18-24 months has seen more attention given to social objectives.

As a trusted leader in micro-donations, we have been playing an important role in this space, emphasising how micro-giving options can inform the 'S' in ESG.

In 2020/21, Pennies has not only provided more partners with a scalable way to create social impact, support communities and inspire colleagues through our digital charity box, but have created new resources for the business community too. We wrote and published our Micro-

donations Report in 2020, showing how micro-donations offer a response to stakeholder demand and a sustainable and inclusive way to build social purpose into commercial agendas. Meanwhile, our virtual event in November featured a panel of industry leaders highlighting the vital role social purpose has played in business in 2020 – and how much more important it will become post-COVID.

In 2021, we were also awarded the Partnership for Good Award at the Retail Systems Awards for our partnership with Poundland, recognising the tangible impact we have made for communities through innovation in retail payments.

Testament to the synergy between Pennies and the business community, 2021 has seen us launch three new Advisory Boards, with 40 leaders from across retail, hospitality, payments and technology eager to join our movement. These boards will work on a pro-bono basis to drive the micro-donation movement forward, supporting more businesses to deliver true social impact from their work.

We're excited to be providing the tools needed to enable better business, using fintech as a force for good and helping business achieve real social change.



“
66% of people believe businesses have a responsibility to contribute to communities
”

¹Independent research conducted on behalf of Pennies by Markettiers 4DC polling 2,006 adults in the UK, June 2019

Building communities

Whether through the growing number of partners contributing to the micro-donation movement, or through the donations granted to benefiting charities, Pennies is helping to build better, stronger communities.

This is an area where we have made particular progress over the past two years, and within the business community we have been working to connect more retailers and hospitality organisations at regional and national levels.

Having created the Pennies North-West Hub in 2019 with the support of local business leaders to boost micro-donation opportunities in the region, we also launched our first Merchant Partner Community in 2020, bringing together Pennies partners from across sectors to share best practice and help develop future micro-donation innovation.

Meanwhile, we are now two years into our partnership with SME payments providers Tyl by Natwest. Tyl makes micro-donations from its own revenue to the Tyl Giveback Community Fund, and Pennies supports by granting these funds to charities working to help local communities across the UK.

Recent grants have supported charities including the Change Please Foundation, who provide barista training and financial and housing support to change the lives of homeless people in South London.

2021 has also seen us launch our partnership with a new mobile payments service for micro-merchants, IPOSUP, to

provide micro businesses a way to collect micro-donations for charity, as their customers pay for goods and services.

Our partnership with The Entertainer has now seen us support more than 450 small charities through the Jack Gives Back programme, which allows each store to nominate a children's charity from their local area to receive a one-off grant made up of Pennies donations. By the end of 2021, more than £550,000 will have been granted to local communities from this initiative.

In the last two years, we've also seen record numbers of merchants using their customer micro-donations to support charities and foundations that give back to their local communities, including Notcutts, Adnams, The Hendy Group, Twycross Zoo, Poundland and Moto.

In 2020, The Screwfix Foundation broke records by granting £1 million to projects focussed on improving community facilities in the first four months of the pandemic, with the majority of those funds raised by Screwfix customers donating with Pennies online and in-app.

We're also doing our bit to help greater numbers of people feel better and more connected in difficult times. 88% of the public state that making a micro-donation would have a positive impact on how they felt, with a quarter saying it would make them feel more connected to society.¹

With our highest ever donation levels recorded in 2020, this sense of community is more important and powerful than ever.

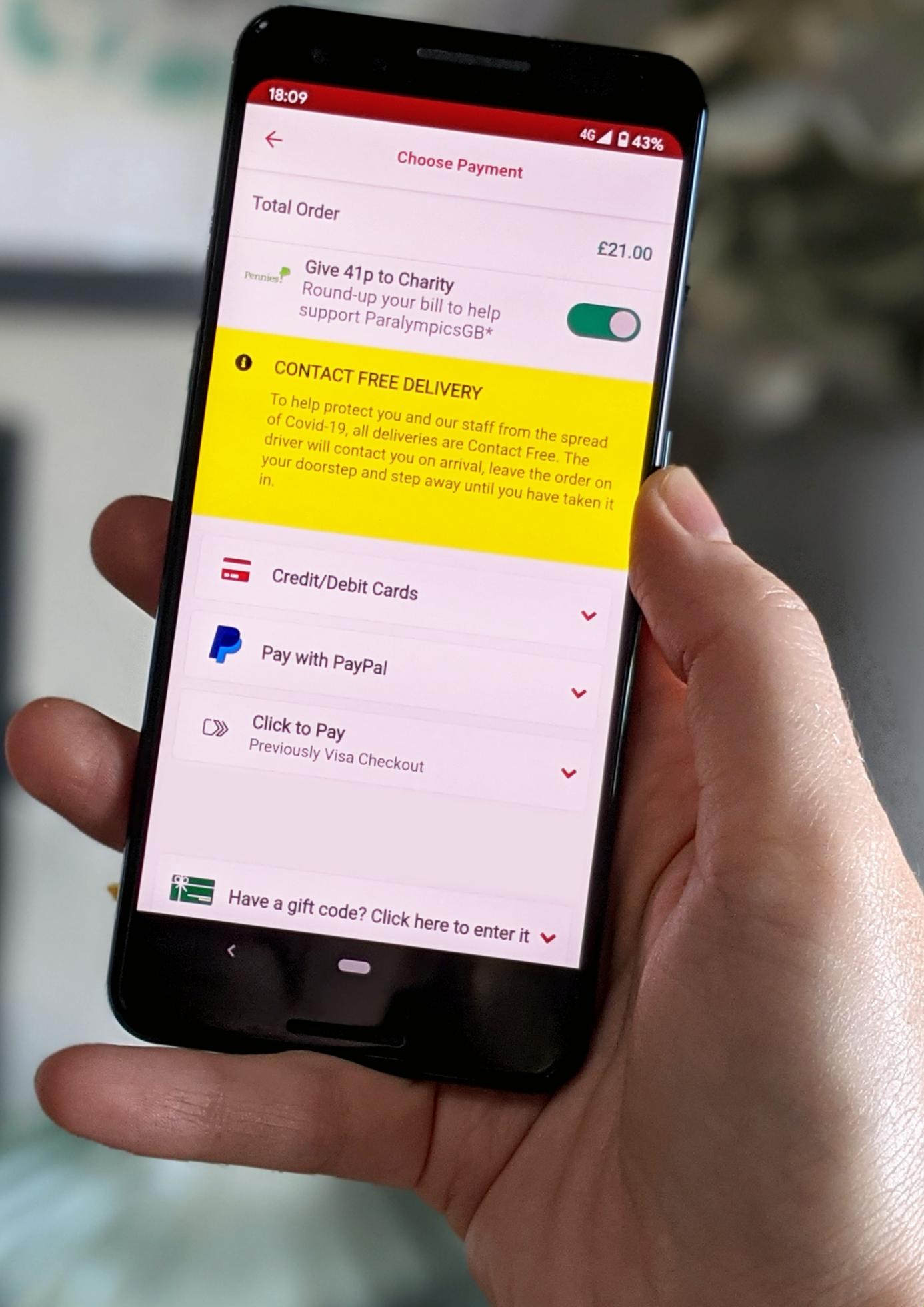
One day of micro-donations from customers ordering online and in-app with Screwfix



could help a local charity improve their facilities, at a time when many have been unable to carry out their own fundraising activities

¹ Independent research conducted on behalf of Pennies by Marketiers 4DC polling 2,006 adults in the UK, June 2019
PHOTO: The Screwfix Foundation

A customer donates to charity with Pennies when ordering a pizza on the Papa John's app. In 2020 and 2021, micro-donations from Papa John's customers have supported the charity ParalympicsGB.
PHOTO: Pennies



18:09

4G 43%



Choose Payment

Total Order

£21.00



Give 41p to Charity
Round-up your bill to help support ParalympicsGB*



CONTACT FREE DELIVERY

To help protect you and our staff from the spread of Covid-19, all deliveries are Contact Free. The driver will contact you on arrival, leave the order on your doorstep and step away until you have taken it in.



Credit/Debit Cards



Pay with PayPal



Click to Pay
Previously Visa Checkout



Have a gift code? Click here to enter it



Making pennies count

Central to the Pennies mission is our aim to help make the charity sector more efficient, innovating on behalf of the sector and helping charities focus on delivering their own activities. We hold ourselves to the same standard and work to maximise the impact of every penny we spend.

Our spending

In 2020, 95.5% of our spending was used for charitable activities¹, as defined on page five of this report, including the granting of funds collected through our merchant partnerships.

This also includes investing in development of our digital charity box donation option, enabling us to support more charities in the years to come.

We grant out customer donations quickly, ensuring the impact can be felt as soon as possible. In 2020, we granted £5 million over the course of the year, supporting more than 120 charities representing a wide range of local and national causes.

In our 2018/19 report, we reported on the social value² created through our operations in 2018. Our overall social impact for that year was valued at £10.6 million in total – which was £11.44 of value created for every £1 we spent.

Although we have not remeasured our social return on investment for 2019 or 2020, our operating and funding model has remained consistent, meaning our 2018 figures still offer a strong picture of the social value created through our activities.

We plan to measure our social value again in future to provide an up-to-date view of the total value created by our work.

95.5%

spent on charitable activities, and 4.5% on support and governance

£11.44

of social value created for every £1 we spend (this is our SROI ratio)

Our funding

Funding from foundations, trusts and individuals helps us reach more partners and realise our charitable mission. In addition, a small percentage of each

customer donation made with the digital charity box supports Pennies' charitable activities, allowing us to maximise the immediacy of our social impact.

Investment from foundations, trusts and individuals

We create and grow efficient and sustainable micro-donation opportunities and encourage giving as part of daily life

Small percentage of each donation made with the digital charity box

¹ For a detailed view of our 2020 accounts, please see our Annual Report and Financial Statements, available on the Pennies website
² See page 7 of this report for more details of Pennies' social value and Social Return on Investment for 2018

What's next?

The past year and a half has presented major challenges, but it's also presented huge opportunities. As we think ahead, Pennies is considering how digital micro-donations offer huge value to businesses, charities and the public, offering them a way to feel connected by something bigger than any one person.

It has never been more important to harness the collective power of a few pennies each as we look to 2022 and prepare ourselves for new challenges in the years ahead.

.....

Respond to new and ongoing challenges

Just as they have in 2020/21, we know that businesses, charities and consumers will continue to face considerable uncertainty in the years to come.

As we have throughout the last 18 months, we will continue to support our partners and respond to inevitable flux across retail, hospitality and payments. We will remain responsive to changing

trends and optimise the opportunities to donate with existing partners wherever possible and as quickly as possible.

Building on this momentum, we will work to implement the Pennies donation option with new merchants, in more sectors and in more channels, with a particular focus on e-commerce, m-commerce and contact-free payment options.

Keep giving accessible

The goodwill and public generosity that characterised 2020 has proved to be just as important in 2021. That's why it's our mission to ensure more people than ever have affordable and convenient ways to make a difference in the years ahead.

Having enabled more than 100 million micro-donations in our first 10 years, our goal is to enable the next 100 million in just three years. We believe our

commitment to developing donation partners and channels provides the springboard we need to achieve our ambitious target by 2024.

Pennies will continue to champion micro-donations across business sectors, and will work with merchants and partner organisations who can help bring the micro-donation opportunity to the widest possible audience.

Strengthen our communities

If 2020 and 2021 have taught us anything, it's that communities can exist anywhere. Whether digitally or in person, the power we have when we come together behind a purpose, passion and cause is huge.

In the coming months, we will continue to develop the communities at the heart of Pennies – the tech partners, retail and hospitality businesses, and the inspiring charities who benefit from our grants. We

will work to streamline our processes, to help businesses support the causes they care about and ensure micro-donations can have impact where they're most needed.

Meanwhile, the virtual community of donors that give with Pennies is growing every day. We aim to provide millions more people nationwide with opportunities to turn small acts of kindness into powerful impact for the charity sector.



A message from our Chair

The next chapter for Pennies

I must express my huge thanks and congratulations to all the team for their collective achievements over the last 18 months.

First and foremost, it has been very important to Pennies and the trustee board to invest in our people, their skills, wellbeing and development over the past year and a half. Accordingly, we have worked to provide more training opportunities and flexibility than ever before for our colleagues to meet the challenges we face.

As Alison refers to in her introduction, and certainly from everything I see in my roles at Rothschild & Co and elsewhere, Pennies is perfectly placed to deliver a robust response to the conversations currently taking place around social purpose in business.

The financial and retail industries are indeed approaching their ESG credentials authentically and holistically, and Pennies is carving out a strong role as a charity that supports purposeful businesses. An innovative and agile



approach to micro-donations across emerging payments and retailing environments has helped us deliver significant impact even during times of huge upheaval and change.

We have been forward-looking in our planning and development, growing our online presence to meet the recent changes in that market. Approximately half of our total donation value now comes from our partners using Pennies in e-commerce and in-app. That said, we also welcome the return and indeed growth of micro-donations in face-to-face environments, as our partners, old and new, in retail and hospitality seek to make good on their social missions.

Pennies' pipeline of partners is incredibly strong which is due in no small part to the perseverance and resourcefulness of the team, always tailoring support to meet the new needs of businesses. I'm personally proud to welcome our new advisory board members too, who I know will work with us to support the building of more channels, solutions and opportunities for the public to give a little back when they shop.

It really is a case of "watch this space" as we unveil new sector-leading implementations with larger and game-changing brands. It's all within our power, working together as we do best.

Robert Leitão
Chair of Trustees
September 2021



Special thanks

Our funders, trustees and ambassadors

We'd like to extend our thanks to each and every individual, organisation, technology and merchant partner that has supported Pennies in our journey so far.

Like any charity, Pennies needs the support of its core funders, especially in its early years. In particular, we're incredibly grateful for the support of a number of major donors who, over the years, have given us the grounding from which to grow the Pennies movement and who continue to support us into our exciting future.

We would also like to thank all members of our Trustee and Advisory Boards, and our volunteer members of staff, for giving their time and expertise so willingly.

Our Trustee Board has a breadth of skills and experience to support and challenge the team, and we are fortunate to have attracted support from leaders in retail, hospitality, tech and payments who serve on our Advisory Boards. These ambassadors help ensure Pennies can respond to the trends, challenges and pace of the industries in which we operate.

.....

Multi-year funders

Oak Foundation
Pears Foundation
Independent Franchise Partners LLP
Garfield Weston Foundation
Major individual donors

Trustees

Robert Leitão (Chair)
Peter Ayliffe
Graham Edwards
Ian Filby
Penny Lovell
Julian Taylor
Leigh Thomas

Ambassadors and advisory board members

Sir Martyn Lewis CBE	Colin Hill
Matt Atkinson	Helen Jones
Lee Bagnall	Richard Lewis
Ted Bell	Paula MacKenzie
Sean Cardinaal	Kate Nicholls OBE
Ed Connolly	Clair Preston Beer
Helen Dickinson OBE	Jonathon Swaine
Ben Fletcher	Katy Taylor
Elliot Goldstein	Wilf Walsh
Laurent Guillemain	Liz Williams
Seb Hobbs	Andy Wood
Adam Jay	Roger Alexander
Alex Loizou	Ian Benn
Angela Luger	Jon Braithwaite
James MacKenzie	Gregor Dobbie
Catriona Marshall	Mark Gausden
David Robinson	Marion King
Jerome Saint Marc	Jana Mackintosh
Don Williams	Ian Rutland
	Pete Wickes

Staff provide therapeutic yoga sessions for visitors at Maggie's Barts, the charity's cancer centre at St Bartholomew's Hospital London. Maggie's is supported by donations from Drake & Morgan customers.

PHOTO: George Blonsky / Pennies



Because micro-donations matter, now more than ever – we're asking you to consider how you can join the movement and make a difference to those charities and communities that need it most.

Please get in touch to find out how Pennies could support you, or how we can help your business and customers have an impact.

Be a part of our micro-donation movement that's using tech for good and building a huge community of givers across the UK.

Thank you.



email info@pennies.org.uk | call 020 7600 9286 | visit pennies.org.uk | follow [@pennies_orguk](https://twitter.com/pennies_orguk)