

Pennies!

Impact Report

2024



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Our vision.

Wherever and whenever people pay by card or digitally, they will be given the opportunity to donate a few pence to charity, in a simple, safe, and sustainable way.

A message from our CEO.

Welcome and thank you for reading our latest Impact Report.

The last few years have been undeniably challenging for businesses, charities, and consumers. From the increased cost-of-living, to rising business costs and heightened demand for charity services, the need for micro-donations has never been greater.

Thanks to your dedication and consumer generosity, Pennies unlocked an impressive £8.7m in micro-donations across our partners in the UK and Ireland in 2023. So far in 2024, consumer donations continue to rise steadily and are on track to have grown by 26% year on year. Every penny is creating impact, and we're reaching more charities every month.

At our core, we remain focused on giving consumers the opportunity to donate wherever they shop. With 1 in 4 people still giving less due to financial uncertainty, and 67% saying they prefer giving little and often, we know that micro-donations are clearly meeting a real need for both people and businesses.

In 2023, we saw a record 25+ implementations, and acceleration has continued throughout 2024. We've gone live with major high-street brands, developed new solutions to drive more donations in e-commerce, and welcomed our first self-service kiosk partner.

This year, we've also taken our first steps beyond the UK and Ireland into new jurisdictions—a key growth area for Pennies—with more to come in 2025.

Last year, we set ourselves the challenge of reaching 250 million micro-donations by the end of 2024. We're delighted to say we're on track to hit this milestone, thanks to you. And the next 250 million? With your support, passion, and donations, we believe we can do it in just three years.

Thank you for joining us on this journey.



Alison

Alison
Hutchinson CBE
Chief Executive
November 2024

90%

of consumers would advise retailers to facilitate micro-donations*

44%

say their perception of a business would improve if they offered micro-donations*

46%

have micro-donated in the past 12 months, significantly higher than previous years*

*Survey conducted by Sapio Research in September 2024 using an email invitation and online survey of 2,000 UK consumers nationally representative of age and gender.

Who we are.

Pennies is the trusted leader in micro-donations. We collaborate across finance, payments, retail, hospitality and charity sectors, harnessing technology for good and creating simple and affordable ways for people to give at checkout – in-store, online and in-app.



Our mission

To enable, protect and grow micro-donations, ensuring the public has digital ways to keep donating the small amounts of money that are so vital for charitable causes.

What we do.

Encourage giving and promote the sector.

We're the trusted leader in the UK and Ireland promoting efficient, sustainable giving to help charities thrive and offer the public affordable ways to donate.

Unlock technology for good.

We collaborate with payment providers, fintech leaders, and industry bodies to create solutions that meet demand and benefit more charities.

Enable millions of charity donations.

In partnership with merchants and technology providers, Pennies' micro-donations raise millions annually, supporting hundreds of charities.

Support our partner organisations.

We monitor donation data and sector trends to maximise impact, boost donations, and highlight how small contributions make a big difference.



How we measure impact.

We create real impact for hundreds of charities every year. Our impact also extends to the partners we support to enable micro-donation opportunities, and the individuals who donate, creating a movement of businesses, charities and individuals who all benefit from our work.



Reach / volume of donations

From the number of store-fronts offering Pennies to the number of donations made each second, we track several indicators to measure our reach. By reaching more consumers we are achieving two core objectives: encouraging and facilitating giving and maximising the funds available in the charity sector.



Merchant and technology partners

Each new merchant and technology provider we partner with expands access to micro-donation options for consumers. This is why we are so committed to bringing Pennies to as many partners as possible, and why we track growth in these areas, as an indicator of our impact for both charities and businesses.



Charity impact

As well as regularly reporting stories from benefiting charities on our website, through social channels and annual reports, we work with merchants to show donors the difference their contributions make. This transparency helps build a strong community of digital givers and encourages future donations.

Financial summary.

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 spent.

Our spending

In 2023, 96% of our spending was used for direct charitable activities, including the granting of funds collected through our merchant partnerships.

This includes investing in development of further micro-donation solutions, 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 2023, we granted £8 million* over the course of the year, supporting more than 324 charities representing local and national causes.

96%

spent on direct charitable activities, and 4% on support and governance

£8m

granted to more than 324 charities in 2023 alone

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 our micro-donation solutions 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

A small percentage of each donation made with Pennies

*For a detailed view of our 2023 accounts, please see our Annual Report and Financial Statements, available on the Pennies website.

Highlights from 2023/24.

We maximise our impact by adapting to sector changes and addressing the challenges Pennies was created to solve. Over the past two years, we've focused on boosting donations for charities, responding to consumer needs and payment trends, and leading fintech innovation.

Boosting donations

Despite the challenges of cost-of-living pressures and rising business costs, Pennies achieved a 37% increase in donations, raising £8.7 million for charity, in 2023.

Over the last two years, we've created new ways to track conversion rates, developed best practice processes and materials, and deepened our partnerships with merchants to optimise customer journeys and maximise donation rates, driving significant impact for charities in need. By the end 2023, someone donated with Pennies every 0.86 seconds. As of November 2024, that's down to a donation every 0.6 seconds, as the pace of growth increases.

Technology developments

Pennies continues its focus on expanding micro-donation options across emerging payment methods and customer journeys.

We have created or updated extensions and apps for Shopify, Adobe (Magento), Salesforce, Verifone and our own API, to enable smoother integrations in e-commerce and in-person payments. We've also seen success optimising the experience of donating with recurring payments and subscription-based integrations, expanded into self-service kiosks, and worked to deliver the first split settlement solution, streamlining the flow of funds and opening up new opportunities for micro-donations in new sectors and channels.

Category leader status

As the trusted leader in micro-donations, Pennies is showing how micro-donations contribute to the 'S' in ESG.

We are highlighting purpose-driven business and the power of technology to drive social change, sharing our insights through events and charity partnerships, including our Annual Autumn Celebration and Awards, and the Retail Technology Show. Pennies is also working to raise greater awareness of micro-donations, and have featured across national media including the BBC and The Guardian. Recognition for micro-donations has spiked as a result, with 42% of people now familiar with the process, and 46% saying they have donated in this way.*

*Survey conducted by Sapio Research in September 2024.

HIGHLIGHTS FROM 2023



£8.7m

raised for charity



38m
micro-donations
made

350%
donation increase
in Ireland

25+
partner
implementations



If all the donations made with Pennies in 2023 were made up of real pennies, and were laid end-to-end, they would stretch a distance

267 times

the length of the District Line in London!

In 2023, someone made a donation with Pennies

every 0.86 seconds

HIGHLIGHTS FROM 2024

More than
238m
micro-donations

More than
1,040
charities supported

Over
£57m
raised for charity

Our impact.

For our partner charities, micro-donations have become a powerful force for positive change. Read our impact stories to hear first-hand how Pennies is creating real impact.

Dementia Adventure



Flower delivery brand, Freddie's Flowers, worked with Pennies to add a micro-donation option to their subscription offering. The integration was optimised for their unique customer proposition and has seen

thousands of customers opt-in to date, raising vital funds to support people living with dementia. After success in the subscription journey, Freddie's Flowers have added Pennies to their gifting journey too.

Customer donations from Freddie's Flowers have enabled charity partner Dementia Adventure to fund four couples on a supported dementia break to Norfolk. These breaks allow beneficiaries to spend time together as a couple again and help them discover just how active they can still be while living with dementia.

"By the end of the holiday I felt like a wife for the first time in a decade, rather than a carer. I felt that very strongly."

Dementia Adventure beneficiary

Macmillan Cancer Support

Since first partnering with Macmillan Cancer Support in 2013, £5.7million* has been raised for the charity through over 20 merchant partnerships with Pennies, positively impacting lives like Debbie's.

Debbie embarked on an unforeseen journey when she was diagnosed with Stage 3 Ovarian Cancer in August 2021. Amidst the uncertainty, Macmillan Cancer Support became a pillar of strength.

Macmillan Grants provided Debbie with funds for transportation, gas and electricity, allowing her to focus on recovery without the added stress of financial worries.

"I used to host a Macmillan Coffee Morning every September when I worked in schools. Little did I know that one day I would be on the receiving end of this vital support."



*Figures correct as of November 2024



Teenage Cancer Trust

Domino's has partnered with Pennies since 2010 and has supported their UK charity partner Teenage Cancer Trust since 2015.

Funds raised have helped Teenage Cancer Trust continue their mission of providing expert care and emotional support to teenagers and young adults with cancer, ensuring no young person faces cancer alone.

Each small contribution adds up, making a significant difference in the lives of teenagers like Eilidh, who found companionship and hope through the Teenage Cancer Trust's support services.

Eilidh's life took an unexpected turn when she was diagnosed with acute lymphoblastic leukaemia. She found a beacon of hope and support in the form of Rónán Kelly, her Youth Support Coordinator.

Rónán's presence and the friendships she made transformed what could have been an isolating experience into one filled with love, support, and a sense of family.

Just under 15 minutes of micro-donations could help Teenage Cancer Trust fund a Youth Support Coordinator provide the extra help that young people with cancer need.

Poundland Foundation

Poundland partnered with Pennies in 2019, introducing micro-donations to their checkout and enabling their customers to support their charity partners and Poundland Foundation.

Through the generosity of Poundland customers, they have not only raised substantial funds for Poundland Foundation but also boosted awareness and engagement among their customers and colleagues.



Millions of Poundland customers now actively support Poundland Foundation, supporting their national charity partnerships with Make-A-Wish Foundation UK, Tommy's, Whizz-Kidz, and Kits 4 Kids.

Just 30 minutes of micro-donations enables Tommy's to hold two Tommy's Clinics, helping two women and their families keep their babies safe.

Our plans for the future.

As we look to 2025, it has never been more important to harness the collective power of a few pennies. We are focused on ensuring digital micro-donations continue to offer real value to businesses and consumers alike, and create significant impact for charities.

Support partners, grow donations.

We know the micro-donation opportunity is huge and we're just scratching the surface. We will continue to offer expert support and guidance for new and existing partners, using reporting and storytelling to engage colleagues and customers, and maximise donations.

Adapt to payment trends.

The way we shop and pay is always evolving. Pennies will keep working to adapt and improve our donation solutions, allowing as many partners as possible to join the micro-donation movement – innovating across emerging payments, channels and jurisdictions.

Inspire people to take action.

Pennies are powerful. Working with our partners, we want to share the story of micro-donations more widely than ever. We will offer insights, thought-leadership and impact stories that inspire more businesses to join the movement and more customers to press 'yes' when they can.

A message from our Chair.

I am extremely proud of what the team have achieved over the past two years. At a time where charities, business and individuals are all struggling with economic challenges and uncertainty, it is remarkable to witness the growth Pennies is achieving, and the impact it is creating.

Pennies continues to be determined in its mission, and driven by strong governance, a committed team, and the support of our advisory network, we are achieving real momentum. Our commitment to delivering the best micro-donation experience

through exceptional partnerships sets us apart, and I look forward to the next 12 months of growth, innovation and impact.



Robert Leitão
Chair of
Trustees
November 2024

Special thanks.

Our funders, trustees and ambassadors

We'd like to thank every individual, organisation, technology, and merchant partner that has supported Pennies so far.

Like any charity, Pennies needs the support of its core funders, especially in its early years. We're incredibly grateful to our major donors who have provided a foundation for Pennies to grow and who continue to support our future.

And thank you to our Trustee and Advisory Boards. Our Trustees bring a wealth of skills and experience, while leaders from retail, hospitality, technology, and payments on our Boards help us stay attuned to industry trends and challenges.

Multi-year funders

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

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*November 2024

Pennies!



www.pennies.org.uk

[In-store](#)

[Online](#)

[In-app](#)

Please get in touch to find out how Pennies can support you, or help your business and customers make a positive impact on charities and local communities.

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