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INNOVATIVE FUNDRAISING TOOL BUILDS POUNDS FOR SCREWFIX CHARITY

Multi-channel retailer Screwfix is celebrating after having raised more than £10,000 in just four months for prostate and testicular appeal, Everyman. The essential funds were raised a few pennies at a time by customers who donated their 'spare change' 50,000 times via Pennies, the electronic charity box.

Earlier this year the trade supplier added the innovative Pennies initiative to its website, which lets customers round up their total order to the nearest pound with the extra pennies going to the Everyman appeal and other UK charities.

John Mewett, marketing director at Screwfix, said: "The Pennies initiative is a new channel for an old habit. Gone are the days in which the only way to raise money was to drop a few coins into a charity box on a shop counter as now customers can easily donate a few extra pennies when they pay by card.

"Being a truly multi-channel business, we know that many of our customers buy their products online, and we therefore felt Pennies was a perfect fit enabling our customers to donate quickly and easily online. The initiative is a really simple and sustainable way to offer our ongoing support to Everyman and our customers have really embraced the concept as nearly 4,000 customers are rounding up their purchases each week, bringing in more than £800 to the charity.

"I'm sure that as we continue to work with Pennies, it will really magnify our fundraising efforts and make a huge difference to the great work that Everyman does."

Alison Hutchinson, Chief Executive of The Pennies Foundation said: "We've been overwhelmed by the generosity of Screwfix's customers, they really embraced micro-donations from day one, and continue to give in their thousands. These pennies from Screwfix's customers really do add up, providing crucial funds for Everyman and ultimately making a huge difference to people's lives."

Screwfix has been working with Everyman since 2009, raising much needed funds for the appeal set up by The Institute of Cancer Research in 1997 to eradicate testicular and prostate cancer.

Everyman receives 75% of donations. The remaining 25% will be shared amongst other UK charities, including Shelter, Together for Short Lives and the Children's Burns Trust.

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Screwfix is the UK's leading cross-channel supplier of thousands of high quality screws, fixings, hand tools, power tools, plumbing and electrical supplies. Combining trade prices and a massive range of leading brand name items, the unrivalled Screwfix catalogue offers over 18,000 products available for next day delivery or same day collection at over 200 Trade Counters nationwide. Order over the phone, online or via mobile app before 6pm for next day delivery or collect within 15 mins at any trade counter.

About Pennies:

The Pennies Foundation, a registered charity, has created Pennies, the electronic charity box. We're all familiar with the idea of dropping our change into the charity box sitting on the shop counter. The electronic charity box is exactly the same idea but it works instead when we pay by card in store, online and increasingly by mobile. That means that it works just as well for online or high-street shopping.

Pennies makes giving to charity easy and affordable for all: customers can simply press 'YES' on the Chip & PIN machine in-store, or click the 'Donate' button online. The request is for micro-donations – literally a few pennies (1p-99p) - either by rounding up or topping up. The Pennies Foundation then ensures that all the donations are received and distributed to UK charities.

The retailer nominates the charity or charities to benefit from the majority of the amount collected with the remainder shared amongst other UK charities which cover a range of causes like cancer, children, homelessness and the elderly.

It's quick: one small step in the payment process, it's the consumers' choice and it's private too. There's no pressure or commitment to give and every penny goes to charity.

Micro-donations are powerful. There are 43 million card holders in the UK today, and around 1 million card transactions an hour. If the UK's card holders donated 30p once a month well over £150m would be raised for charity every year.

To date Pennies has supported more than 30 charities, large and small, with some receiving significant sums. Domino's Pizza was the first retailer to adopt the Pennies scheme in November 2010 and their nominated charity Special Olympics GB (Northern Ireland customers donate to Northern Ireland Children's Hospice) has received over £200,000 which they are already using to deliver a range of projects including a scheme to recruit up to 12,000 additional athletes with learning difficulties and 2,500 new volunteers.

Pennies is already available in ten national retailers including Domino's Pizza, Zizzi restaurants, Travelodge, GO Outdoors and Screwfix as well as a number of smaller merchants, and momentum is growing as more and more retailers join the Pennies movement.

For more information on Pennies please visit:

www.pennies.org.uk

@pennies_organuk

<http://www.facebook.com/PenniesElectronicCharityBox>

About Everyman:

Everyman is an appeal to raise funds for research into male cancers at The Institute of Cancer Research (ICR). It was first set up in 1997 to address an urgent lack of funding for prostate and testicular cancer research. Their mission is to make the discoveries that defeat cancer.

For more information visit www.everyman-appeal.org and www.icr.ac.uk.

Testicular cancer is the most common form of cancer in men aged between 15 and 44, with about 2,000 cases a year in the UK. Since 1975, the incidence of testicular cancer has more than doubled – and the reasons are not yet known. Thanks to advances made at The Institute of Cancer Research, home of the Everyman appeal, testicular cancer is now more than 95% curable.

Prostate cancer has overtaken lung cancer to become the most common cancer in men affecting nearly 41,000 and killing 10,000 men every year in the UK. One man dies of prostate cancer in the UK every hour.