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TRADESMEN MAKE MORE THAN 100,000 DONATIONS TO HELP THE EVERYMAN APPEAL SAVE LIVES

Multi-channel retailer Screwfix has raised more than £26,000 through electronic charity box, Pennies, after customers generously donated their 'spare change' 135,000 times for prostate and testicular cancer appeal, Everyman.

At the start of 2012, 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.

Jacqueline Rogers, Head of Corporate Partnerships at Everyman, said: "We're thrilled with the on-going generosity of Screwfix's customers. These donations will enable our scientists to continue making the discoveries that defeat cancer. Enough money has been raised to buy a range of daily lab essentials and equipment including microscopes used in medical research and spectrophotometers, which measure different proteins in samples. Our progress is having a real impact on cancer patients' lives and we are grateful to Screwfix customers for their continued support."

John Mewett, marketing director at Screwfix, said: "It's great to see our customers donate such a fantastic amount of money through Pennies. The initiative is an innovative and powerful platform to raise funds for charity and being a truly multi-channel business, our customers have really bought into the idea. Pennies has made donating money quick and easy, and every penny our tradesmen donate online goes to charity, including Everyman.

"I'm sure that as we go into 2013, the work we continue to do with Pennies 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: "The generosity of Screwfix's customers has been phenomenal. They embraced micro-donations from day one, and continue to give in their thousands. These pennies from Screwfix's customers really do add up, and it is great to see the funds already making a difference to people's lives through Everyman."

Screwfix has been working with Everyman since 2009, raising much needed money and awareness for the appeal which was set up by The Institute of Cancer Research in 1997 to address an urgent lack of funding for research into male cancers.

Over the last two years, Screwfix has used its profile in the male dominated construction industry to make men more aware of the symptoms of prostate and testicular cancer, and the serious health implications of not detecting the signs early.

Everyman receives 75% of donations made on the Screwfix website through Pennies. 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 via mobile.

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 or on the smart device. The request is for micro-donations – literally a few pennies (1p-99p) - either by rounding up or topping up. 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.

Pennies is available in a range of national retailers as well as many local merchants and charity shops. Momentum is growing as more and more retailers join the Pennies movement. So far Pennies has received more than 3.5m consumer donations raising £875K for charity. Pennies' retailer partners include Adnams Cellar & Kitchen Stores, DFS, Domino's Pizza, Drake & Morgan, eSpares, Gieves & Hawkes, Monarch Airlines, Party Pieces, RFU, Screwfix, The Entertainer, The Fragrance Shop, Travelodge, Zizzi and many more merchants which are listed on Pennies' website.

For more information on Pennies please visit:

www.pennies.org.uk

@pennies_orguk

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

About Everyman:

Everyman is an appeal of The Institute of Cancer Research (ICR) to raise funds for its pioneering research into male cancers.

The ICR is one of the world's most influential cancer research institutes. Its scientists have made significant breakthroughs in the diagnosis and treatment of male cancers, but more research needs to be done.

Funds raised by the Everyman appeal will help make a real impact on cancer patients' lives. For more information visit www.everyman-appeal.org and www.icr.ac.uk.

Testicular cancer primarily affects younger men and is the most common form of cancer in men aged between 15 and 44. Testicular cancer affects around 2,000 men a year in the UK.

Since 1975, the incidence of testicular cancer has more than doubled - and the reasons for this 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. Each year in the UK, nearly 41,000 men are diagnosed with prostate cancer, with around 10,000 men in the UK dying annually from the disease. This works out as more than one man every hour.