

Linklaters LLP

Case Study

Geared
for Giving

Linklaters LLP is the leading global law firm based in London with over 2500 employees.

Campaign success

- Having operated Payroll Giving for over 10 years, Linklaters re-launched their scheme in 2013 after attending a Campaign event dinner.
- Their campaign runs with the strapline 'Give a little, get a lot.'
- Having obtained senior endorsement from their Managing Partner, a range of promotional activities happen annually to continue to increase awareness.
- A £50 new joiner gift to charity and a 10% match on all donations is available to all employees.
- Prior to the re-launch many employees were not aware of the benefits to charity as a high rate tax payer.

Linklaters



Results

In the past 5 years over £500,000 has been raised for good causes.

Linklaters have worked to encourage others in the legal sector to follow their lead.

"We at Linklaters think it is really important to give our colleagues plenty of opportunity to give to the charities they really care about. Payroll Giving is tax efficient, quick and easy and we even give them 10% match of their donation. I think it shows our staff that we really care about their giving and the charities they care about."

Louise Smith,
Global CR Manager, Linklaters LLP

www.gearedforgiving.org

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