

PERCENT FOR GOOD ANNUAL REPORT FOR THE YEAR 1.1.2024 - 31.12.2024

Chair's Introduction

2024 marked a foundational year for Percent for Good. We moved from planning to action, laying the groundwork for a long-term, high-impact approach to charitable giving. Percent for Good was born from a simple proposition: if affluent people were offered an easy mechanism to give on a regular basis and the confidence that their donations were being used in a high impact way, then many more people would make charitable donations.

Indeed, our research has shown that the top 1% of earners in the UK give, on average, just 0.2% of their income to charity. Our aim is to help shift that needle by inviting professionals to give just 1% of their income through a trusted, curated platform. Moreover, our other objective is to grow the number of people donating through tax-efficient payroll giving, which we see as underutilised and as a strategic channel through which to reach young affluent professionals.

According to CAF data, the cash amount donated through Payroll Giving fell from £137m in the tax year ending 2021 to £128m in tax year ending 2022.

The number of people giving through Payroll Giving has also fallen over time, falling 13% in just two years between 2020 and 2022. Just 516,000 employees are participating in Payroll Giving in the UK, which means that the opportunity for our impact is huge.

Currently, only around 4,000 organisations provide this benefit, including Tesco, Barclays, AstraZeneca and some government departments. There are however more than 45,000 employers in the UK that could offer the scheme. There are also currently 30 million people on PAYE who could be eligible to give through Payroll Giving.

CAF [research](#) also shows the opportunity is greatest among the millennial generation of employees and jobseekers who increasingly want to work for a company with a social purpose. Younger employees are the most likely to say they would use a Payroll Giving scheme (36% of 16–34-year-olds). Percent for Good builds on this with finding ways to communicate effectively and passionately about giving with employees and working alongside payroll giving providers and Corporates to make this process easy and impactful.

Our Goals for 2024 were to:

- 1: “test” and refine the proposition of Percent for Good,
- 2: to set ourselves up for success, and

3: to strategically partner with organisations to help us deliver our charitable purpose, these organisations are giving providers, (delivery partners) as well as our beneficiary charities (portfolio partners).

1. Testing and refining the proposition

During 2024, we spoke to individuals and organisations to learn more about how we could make giving simple and impactful, building our desk research. We spoke with over 30 organisations, and many more into 2025, discussing payroll giving and CSR activities and how we could make this more enjoyable, impactful and simple.

Around 20% said that they liked the idea and would consider working with P4G.

Another 20% said that they already had payroll giving, but admitted that they would like to increase the numbers of donors within their business.

And over 30% of the companies we contacted did not have any formal giving processes (that they admitted to), and yet were not interested in implementing something for their staff in the coming months.

Through the process we have noticed the need for what we are trying to achieve. We also have noted the challenge for Corporates in truly championing and prioritizing giving programmes in the workplace.

2. Setting ourselves up for Success

Although early in our journey, the response to our concept has been encouraging, and the foundations laid in 2024–25 positions us strongly for meaningful growth. Alongside funding from our Founder, we raised £3,575 in seed donations which have helped build the governance and operational framework, and we launched our Cause Portfolios—a unique offering that allows donors to support thematic groups of exceptional small and mid-sized charities.

3. Strategically partnering with delivery partners and Portfolio partners:

We are delighted to have set up a strategic partnership with Charities Trust, an aligned organisation that sees the value in our vision which will truly enable us to deliver on our mission. We have also built a relationship with CAF to co-deliver our portfolios through their payroll giving platform.

As we transition into full operations, we are proud to be lean, strategic, and donor-focused.

We launched our Cause Portfolios, onboarding 25 incredible portfolio partners. Our portfolios currently cover five critical areas: Nature and the Environment, Health and Wellbeing, the Cost of Living Crisis, Social Mobility, and Education and the Arts.

Importantly, we can now track the level of donations directly to the Cause Portfolios and we intend to give regular updates as to the progress we make. I can confirm that a regular stream of donations has already begun in 2025 from a variety of donors, which shows that all the systems are fully operational.

We are grateful to our early supporters and volunteer team who have given their time, insight, and belief. The year ahead will see us move from concept to delivery: adding to our Cause Portfolios, building relationships with companies for payroll giving, signing up with Ambassadors who share our vision and beginning to channel meaningful sums to high-impact charities across the UK.

Thank you for joining us at the start of this journey. We believe the potential to grow generosity among the most financially privileged is both a moral and strategic imperative. Thank you to our early supporters, partners, and trustees for your belief in this mission. We are only just beginning.

Mark Lyttleton
Chair of Trustees

1. Reference and Administrative Details	
• Charity Name:	Percent for Good
• Charity Number:	1192835
• Registered Address:	Field House, Hindon Lane, Tisbury, Salisbury, SP3 6QQ
• Trustees:	Mark Lyttleton, Sianne Haldane, Ross Mitchinson, Rupert Welchman,
• Bank:	The Co-Operative Bank
• Independent Examiner:	Not required this year

2. Structure, Governance, and Management

Percent for Good is a Charitable Incorporated Organisation (CIO), governed by a board of trustees who met six times during 2024 with full attendance. Trustees serve on a voluntary basis and bring experience from the finance, non-profit, and legal sectors. Day-to-day operations have been delivered by trustees and external contractors on a pro bono or preferential basis to this point.

In 2024, we welcomed a new trustee, Rupert Welchman, further strengthening the board.

3. Objectives and Activities

Charitable Objectives: To advance charitable purposes by making grants to UK-registered charities in sectors aligned with public benefit.

Core Activities in 2024:

- Developed the innovative "Cause Portfolio" model, each featuring five carefully selected charities with high impact and sound governance.
 - Established partnerships with two leading giving platforms in the UK to host and manage the portfolios.
 - Built out operational infrastructure, including bank account setup, website launch, and early-stage outreach.
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4. Achievements and Performance

- Raised £3,575 in initial seed donations, all of which will fund the charity into 2025.
 - Created five thematic Cause Portfolios and onboarded 25 charities.
 - Partnered with giving platforms to enable ease of giving, through payroll giving or individual giving.
 - Launched our website www.percentforgood.org to engage donors and showcase our mission.
 - Signed our first corporate partner by year-end, with contributions and promotion starting in 2025.
 - Initiated an Ambassador Programme to help spread the mission through personal networks.
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5. Financial Review

- **Total Income:** £3,575
- **Expenditure:** £0
- **Grants Made:** None in 2024
- **Reserves Policy:** All year-end funds are designated operational purposes. No unrestricted reserves are maintained at this stage.

Risk Management: The main risk remains operational sustainability, addressed through a low-cost model and close oversight by the trustees.

6. Plans for the Year Ahead:

- Increase the number of donations going to our Cause Portfolios through payroll giving partnerships and giving by Individuals
- Launch public donor campaigns through both individual and payroll giving
- Deepen partnerships with corporates and individual donors
- Expand the number of charities and themes within our Cause Portfolios
- Grow our Board

- Grow our Ambassador platform
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7. Trustees' Declaration

The trustees declare that they have approved this annual report and the accompanying financial statements.

Signed on behalf of the board:

Mark Lyttleton

Chair of Trustees

Date: 21st August 2025