

18 March 2013

**\*\*\*For Immediate Release\*\*\***

### **MOTOR INSURERS' BUREAU WINS GOLD AWARD FOR EMPLOYEES' CHARITABLE GIVING**

The Motor Insurers' Bureau (MIB) has received a Gold award from Pennies from Heaven ("PFH"), the UK's fastest growing micro giving scheme for employees and pensioners.

The PFH annual awards celebrate employers and employees who have demonstrated commendable commitment and generosity. Bronze medals are awarded to employers with more than 10% of staff participating in the scheme, Silver to those with over 15% and Gold to those with more than 20%.

At the start of this year MIB reached a milestone, contributing 300,000 pennies, as more of MIB's employees choose to join the PFH scheme.

**Ashton West, Chief Executive of MIB, said:**

"MIB is committed to supporting communities, and Pennies from Heaven provides businesses with an effective way to do just that. We are very proud that almost 50% of our employees have signed up to donate their odd pennies each month. By giving our people the opportunity to pull together and regularly support our chosen charity, Pennies from Heaven has helped make us all feel part of something really meaningful."

MIB is one of 220 UK organisations working with PFH to encourage a team approach to charitable giving. Employees choose to donate the pennies from their net monthly salaries to collectively raise pounds which are then donated to the organisation's charity of choice. In MIB's case, this is The Children's Trust.

**Commenting on the Awards, Kate Frost, Director of Pennies from Heaven said:**

"We would like to congratulate all the Award winners for their dedication and commitment to the scheme over the year and their success in encouraging their colleagues to donate their pennies."

## Press Release

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Despite concerns in the media that charitable giving will suffer in a tougher economic climate, we are particularly pleased to see that this year, 23% more employers have won a Gold Award, where more than 20% of staff are taking part in the scheme.

These Awards are testament to the success of the PFH scheme in encouraging employers to collectively give a lot, by each giving a little. We continue to work with new companies, introducing Pennies from Heaven as an innovative way to improve their charitable involvement in the workplace beyond traditional payroll giving schemes.

We want to say thank you to all our members and hope that these Awards inspire even more organisations, staff and pensioners to join us in the future.”



**ENDS**

**MIB Press Office (an ISDN line is available for interviews)**

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**Notes to editors**

MIB aims to significantly reduce the level and impact of uninsured driving by working closely with partners across government and the insurance industry. The Bureau provides compensation to innocent victims involved in accidents with drivers who have no insurance or failed to stop.

The Motor Insurance Database (MID), introduced in 2001 is the only central insurance record of more than 37 million vehicles in the UK. The MID supports a range of users entitled to different levels of information about insured vehicles, including the police, solicitors, the DVLA and the public.

The MID is being used as part of a continuous insurance enforcement (CIE) scheme introduced in 2011 to identify registered keepers of vehicles that appear to have no insurance. The registered keeper of a vehicle without insurance will receive a letter reminding them that insurance is a legal requirement and failure to act will result in a fixed penalty. All drivers can check their vehicle is recorded on the MID for FREE - visit [www.askMID.com](http://www.askMID.com).

For more information, see the Pennies from Heaven press release:  
<http://www.penniesfromheaven.co.uk/pdfs/PENNIES%20FROM%20HEAVEN%202013%20AWARDS.pdf>