



Growing Giving The Pennies Way

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www.pennies.org.uk

Registered Charity No. 1122489

The potential is huge

If every UK cardholder donates just 30p a month,

£150 million

will be raised each year

ASK ITALIAN



Monarch

The Fragrance Shop

Spray a little happiness



Domino's



Travelodge



The Entertainer
TheToyShop.com

SCREWFIX

**WE ARE
MACMILLAN.**
CANCER SUPPORT

Pennies!
The electronic
charity box

The Entertainer



Round up as you pay your card and help someone build a future.

Press YES
Give pennies
Make a difference

Last month our customers in this store have raised

£1263.06

Last month our customers across the company have raised

£45487.50

We would like to thank our customers for their ongoing support



070 Stratford Westfield December 2012

"...we've experienced absolutely no slow down at our tills".
Gary Grant, MD, The Entertainer


£300,000 raised in 20 months

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The Fragrance Shop



**Add 5p when you
pay with your card
and help**

**Rays of
Sunshine**
Granting Medical Wishes Everyday

95% goes to Rays of Sunshine. 5% is retained
by The Pennies Foundation (registered charity no. 1122489)
distributor of donations and creator of Pennies.

Pennies!
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The Fragrance Shop
Spray a little happiness



150,000 donations in one month

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Macmillan and Pennies

- Received over £20,000 as early partner nominated by Pennies
- New retail partners now joining
 - Travelodge due to launch
 - One retailer in trial
 - Several more enquiries being explored

Pennies in the Press

- Over **550** pieces of print and online coverage reaching an advertising value of **£1,400,000**
- Additional coverage in mainstream TV and Radio shows



theguardian



The Daily Telegraph

Pennies Supporters



Gary Barlow



Joanna Shields,
Chief Executive,
Tech City Investment
Organisation



Cheryl Cole



Ian Cheshire,
Group Chief Executive
Kingfisher PLC



Martyn Lewis,
Chairman NCVO



Martha Lane Fox,
UK digital champion

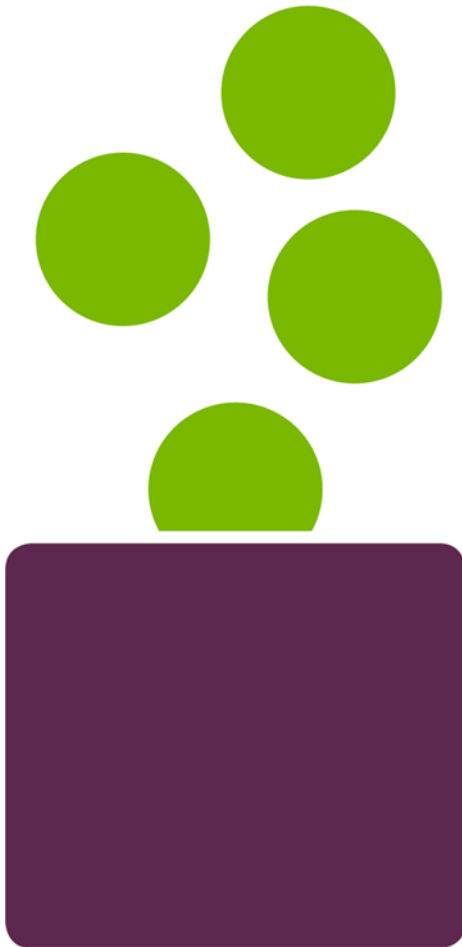
Pennies is proven, so join in now!

- Customers love it
- Staff love it
- Brand and PR Benefits

But most importantly...

...By joining in you can help to ensure
That no one has to face cancer alone

...Pennies is here to make it easy.





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