



Percent for Good (P4G) is a Charity registered in England and Wales. The purpose of Percent for Good is to raise awareness of regular sustainable giving and to develop a culture of thoughtful giving by the UK's top 1% of earners.

P4G does this by leveraging networks, relationships and partnerships to make regular giving to charity tax efficient, hassle free and impactful so that top earners can give with confidence.

Who are our Charities?

We select charity partners for our charity portfolios by conducting research and due diligence, using our unique approach, which helps the donor understand the impact and effectiveness of the charities.

Selection Criteria

We find Charities ourselves and Charities are nominated to us by our network and our member Companies. The Charities nominated must meet the following criteria:

- Registered UK Charity with c.£500,000-£10,000,000 annual income and operate in the UK, ideally with a wide reach.
- *Good Governance* (we will look at policies, accounts, annual reports/ impact reports and the team and structure).
- To have both a model and ambition to scale up.
- Leverage partnerships and volunteers to achieve charity's mission
- The Charity has a great team and approach to impact
- The Charity aligns with our thematic portfolios which match UK priorities currently: Social Mobility, Cost of Living Crisis, Nature and the Environment, Education and the Arts, Health and Wellbeing.
- For Charities with £100,000- £500,000 - falling under these themes we have a Rising stars portfolio, which carries a higher risk, but we want to try help support them.
- **Feel free to add any attachments to your nomination. Please send completed forms and attachments to info@percentforgood.org**

PLEASE NOMINATE YOUR CHARITY USING THIS FORM:

Name of Charity:

Registration number:

Year of Registration:

Theme:

Why should Percent for Good select them? (i.e., what problem are they solving?)

What is their annual income and expenditure:

Who is in their team:

What is their impact (How do they deliver their work and what positive outcomes are there?)

Do they collaborate/ leverage opportunities like volunteering/ partnerships?

Are they ambitious and looking to grow? What would they do with additional funds?