

London, 7 December 2010

Pennies empties electronic charity box to give first donations to charities

Pennies, the electronic charity box, has made its first donations, using the money raised in the first three weeks after going live with Domino's Pizza.

During that time (1 – 21 November), 40,000 Domino's customers rounded up their online bills, donated pennies and together raised more than £10,000.

These donations will benefit Special Olympics Great Britain which as Domino's chosen charity receives 75% of the amount raised. Special Olympics Great Britain is the country's largest sports training and competition programme for adults and children with learning disabilities, regardless of their ability. The remaining 25% is shared between nine other UK charities*.

Domino's customers have responded enthusiastically from day one to the choice of rounding up their online pizza orders and donate between 1 and 99 pence to charity. Their generosity has ensured that ten charities have already started to benefit.

The donations collected in the electronic charity box up to November 21 added up to **£10,145.28**. Special Olympics Great Britain, receive £7,609.

Domino's customers are getting behind Pennies, and have not only chosen to donate their electronic small change, but have also made their thoughts on the initiative clear:

- *"I like the new charity stuff. Very nice idea, roundings are always a waste, in this way they become useful for someone."*
- *"I like the new option to round up the price of your order to donate a few pence to charity. If everyone who orders donates just a few pence, it can make an enormous difference to the world, so I appreciate the opportunity to quickly and easily make a small donation."*
- *"I think the donation to charity by rounding up to the nearest £ is a great idea :)"*

Pennies, Domino's Pizza and Special Olympics GB want to thank all those who have donated their pennies. In the current economic climate, the fact that this many people have given a small amount has demonstrated that pennies are an affordable ask. The end result is already in the thousands of pounds. Pennies do add up to make a lot of pounds.

Chris Moore, CEO, Domino's Pizza Group said: "Pennies is such a great idea – and we are all delighted with the generosity of our customers. It is simple to use and has been simple to implement in the business too. We are genuinely chuffed to have been the first company to get involved."

Karen Wallin, CEO, Special Olympics Great Britain said: “I am truly grateful to every Domino’s customer who donated their pennies to support our charity over the last three weeks especially in light of the current climate where every penny counts! Your generosity will certainly make a huge difference to the charity and the lives of many hundreds of people with learning disabilities over the next year.”

“Through the funding received, we will be able to launch three key projects including supporting 600 volunteers through a recognized Sports Leaders course, establishing a minimum of 15 new clubs to support the recruitment of new athletes into the programme and the establishment of a new annual competition calendar to help athletes develop their skills and confidence further.”

Alison Hutchison, CEO of The Pennies Foundation, creator of Pennies, said: “We want to say a big thank you to the people who have chosen to donate their pennies. The first three weeks have exceeded our expectations. I am surprised that we have already collected over £10,000 in the electronic charity box!”

“We are committed to get the box emptied on a regular basis, and make sure the money quickly gets to the charities that need so much at the moment. We’re pleased that we were able to make the first donations in the run-up to Christmas. We’re look forward to expanding the number of retailers offering Pennies very soon – which means more money going to more and more charities. Today’s just the start of what we hope will become a norm in giving.”

-Ends-

For further information, please contact:

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Notes to Editors:

*** Charities being supported at this stage:**

- 75% of the funds raised through Domino’s Pizza will go to Special Olympics Great Britain (www.specialolympicsgb.org.uk)
- The remaining funds collected in the electronic charity box through Domino’s Pizza and other participating retailers will be distributed to these charities during the initial period.

Carer’s UK	Macmillan Cancer Support	The Prince’s Trust
Children’s Hospices UK	NSPCC	RNIB
Children’s Burns Trust	Shelter	Youth Music

The tenth and final charity in this group at this stage is Alzheimer’s Society which was added on 1 December.