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## Staff participation

### Volunteering

#### Targets: 10% of Sky employees volunteering<sup>1</sup>

Our staff have been encouraged to use the two days of volunteering time they get each year to work with young people and help them build life skills. During the year, we reached our target of 10% of our people volunteering in the community.

We achieved this as a result of implementing a new approach, providing opportunities for our staff to participate that are linked to our strategic initiative Sky Academy which launched in November 2013. They have worked with young leaders and students at Sky Sports Living for Sport Community Games, assisted at Sky Academy Skills Studios and helped young people in schools in communities local to our sites in London, Sheffield and Scotland.

### Related content

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- [> Equality and opportunity](#)
- [> Historical data](#)



## Notes

1. Target based on 10% of total FTE at beginning of the financial year
2. Data reflects the number of Sky people volunteering per full year in initiatives that support Sky Academy

[Basis of reporting](#)

## Payroll giving and Match funding

### Targets

**5% of Sky employees signed up to payroll giving <sup>1</sup>**

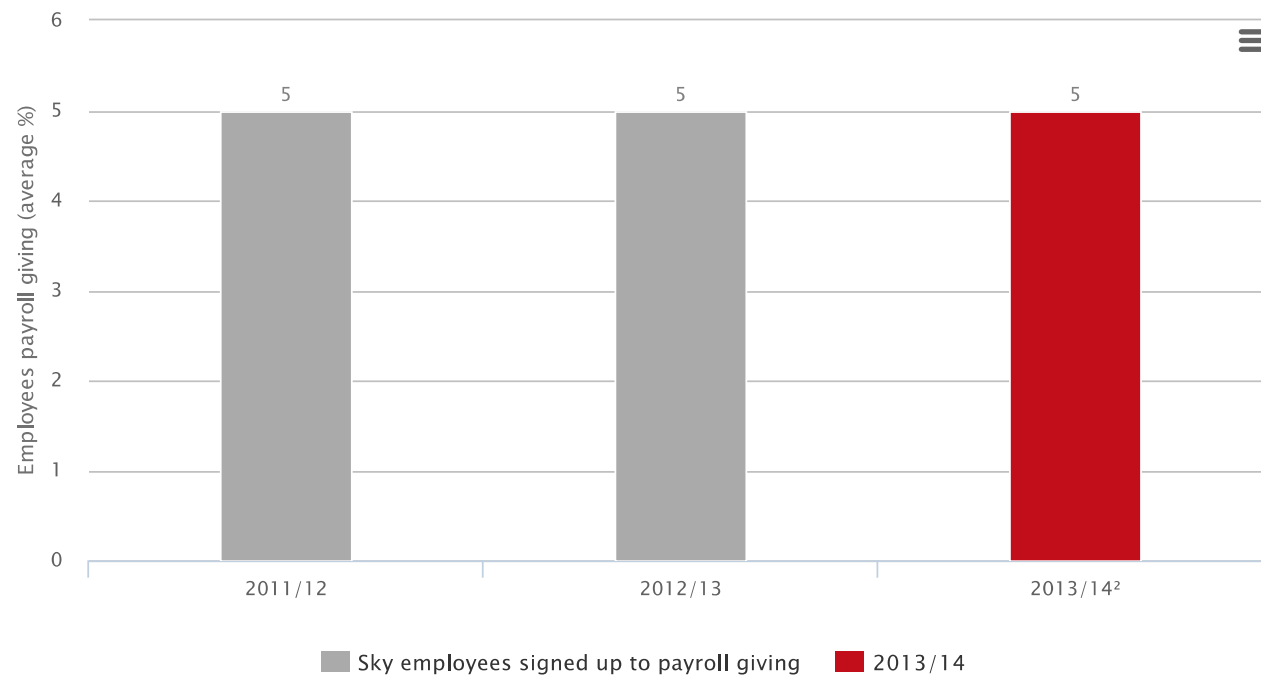
**5% of Sky employees applying for match funding as a result of fundraising for charity <sup>1</sup>**

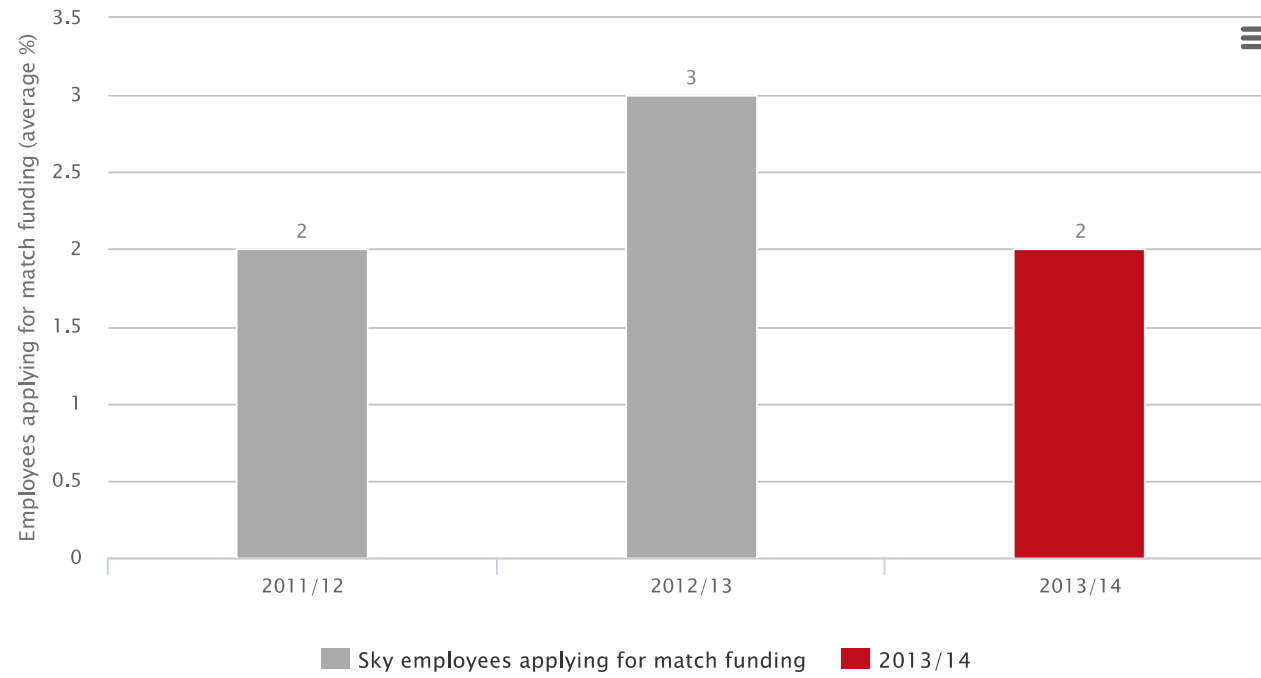
On average, 5% of staff gave through their payroll to charity over the last year and 2% of staff applied to have their fundraising donation for charity matched.

At Sky, we've worked to inspire and support our people to raise money for Sky Rainforest Rescue, our partnership with WWF to help save one billion trees in the Amazon. We match donations that people make to

this charity and other charities which are close to our people's hearts pound to pound up to £300 per person.

Last year we were successful in meeting our target to raise £4 million for Sky Rainforest Rescue through fundraising and donations. As a result of hitting this target we saw match funding applications decrease. In order to encourage more people to fundraise we've now provide staff with fundraising boxes which they can use to fundraise for their own charities and we'll be promoting this over the coming year.





### Notes

1. Target based on 5% of total FTE at the beginning of the financial year
2. Rounded up from 4.6

[Basis of reporting](#)