

[Employees From LV= in Bournemouth Have Nominated The Youth Cancer Trust To Benefit](#)

Pennies from Heavens goal is to get everyone in the UK donating spare pennies to charity. With the potential to donate 230 million pounds a year to charities, the initiative is the fastest growing coin collection scheme for employees in the UK.

Online PR News "10-April-2013" Bournemouth, Dorset, UK, April 10, 2013 -- The scheme works by rounding down net pay to the nearest pound, with the pennies left over donated on a monthly basis. The most anyone can give a month is 0.99 or 11.88 per annum with an average of 6.00.

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Samantha Preece, Social Responsibility Manager, LV= As a business we're committed to supporting charities and good causes in the communities around our offices. Pennies from Heaven is just one of the many ways that our people can get involved with doing this. We're delighted that the scheme will support Youth Cancer Trust and the good work that they do.

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We are continually overwhelmed by the support we receive from LV=, the company and its employees and thank all the employees for voting for the Youth Cancer Trust. This initiative is a great idea and demonstrates how giving can be done easily and effectively every month benefitting charities such as ours. It will help considerably in providing funding for supporting teenagers and young adults with cancer.
says Georgina Hillman (Youth Cancer Support Worker).

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For more information on Youth Cancer Trust - www.youthcancertrust.org
LV= www.lv.com

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