

Dobbies partners with micro-donation charity Pennies to make giving easier at the till

Every donation through Pennies will contribute to Alzheimer's Research UK's mission to find a cure for dementia

Dobbies Garden Centres has announced a new partnership with Pennies, the UK's leading micro-donation charity, enabling customers to make a 25p charity donation when paying by card or digital wallet at the garden centre till points.

Launched during World Alzheimer's Month, the introduction of Pennies offers Dobbies customers a simple, affordable way to contribute to Alzheimer's Research UK every time they shop.

The launch builds on a series of activations over the course of the awareness month including the launch of a charity bulb collection, where £5 is donated from every pack sold; Dobbies colleagues running the Berlin Marathon; as well as donations collected from autumn, Halloween and Christmas event bookings. Dobbies colleagues and customers have raised over £30,000 since the launch of the Alzheimer's Research UK partnership in March this year.

David Robinson, CEO of Dobbies and official Pennies ambassador, said: "We know that Alzheimer's Research UK is a cause that resonates with our customers, and we wanted to make it as easy as possible for those who would like to donate.

"Pennies has a proven track record in offering a safe, simple and affordable way for customers to donate in store, and we're excited to see the impact we can have by offering this. Our aim is to contribute to groundbreaking research to find a cure for dementia. If 1,000 of our customers feel able to make a 25p donation, that will fund 28 hours of vital dementia research, which really would make a difference."

Since its launch in 2010, Pennies has enabled more than 286 million micro-donations across the UK, turning digital pennies into millions of pounds for good causes.

Commenting on the partnership, **CEO of Pennies, Alison Hutchinson CBE, added:** "Welcoming Dobbies into the Pennies family means more customers will have the chance to give a few digital pennies at the till. By making micro-donations part of the shopping experience, Dobbies is opening up an easy and affordable way for people to support Alzheimer's Research UK while doing their everyday shopping. It's small change, but it adds up to a big impact."

Peter Halewood, Director of Philanthropy and Partnerships at Alzheimer's Research UK, said: "Dementia is the biggest health challenge we face today. If

nothing changes, one in two of us will be directly affected by it – either by developing the condition ourselves, caring for someone with it, or both. Alzheimer’s Research UK exists to change that, but we can’t do it alone.

“We are incredibly thankful to Dobbies and Pennies for launching this new partnership during World Alzheimer’s Month, a time when we put a spotlight on the need for a cure. This collaboration is helping us to end the heartbreak of dementia by raising vital funds and awareness.”

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About Dobbies

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh. This year Dobbies celebrates 160 years of helping British gardeners to grow.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Fifty-two out of 53 stores also feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.

About Pennies

Pennies is the trusted leader in micro-donations. They have worked with more than 150 brands since 2010 to enable more than 286 million donations, raising £70 million for 1,090+ charities.

In an increasingly cashless society, where people still prefer to give little and often, Pennies is ensuring the public still has ways to donate the small amounts that are so vital for charities.

Pennies partners with merchants and payments providers to enable micro-donation opportunities at checkout, helping create huge impact for charities in need. Micro-donations give customers paying by card or digitally a quick, affordable and data-free way to add a small donation to their purchase – in-store, online and in-app.

Pennies’ vision is one day, wherever and whenever people pay by card or digitally, they’ll be given the opportunity to donate a few pence to charity. Making giving simple, every day. Because micro-donations matter.

For more information about Pennies please visit: pennies.org.uk

About Adyen

Adyen (AMS: ADYEN) provides the donation technology for this partnership and is the financial technology platform of choice for leading companies. By providing end-to-end payments capabilities, data-driven insights, and financial products in a single global solution, Adyen helps businesses achieve their ambitions faster. With offices around the world, Adyen works with the likes of Meta, Uber, H&M, eBay, and Microsoft.

About Alzheimer's Research UK:

- Alzheimer's Research UK is the UK's leading dementia research charity.
- Our vision is a world free from the fear, harm and heartbreak of dementia.
- We fund life-changing research, influence government and policy-makers, and provide information for people affected by dementia.
- Our mission is to accelerate progress towards a cure for dementia, by revolutionising the way we treat, diagnose and prevent the condition.
- Since the charity was founded in 1992 we have invested more than £237m in dementia research, helping fuel drug discovery, improve diagnostics and further our understanding of the genetics of the condition.
- Last year we invested more than £34m in our charitable activities, including over £27m in research.
- You can support Alzheimer's Research UK by donating, fundraising, volunteering and campaigning. To find out more about the charity and how you can help visit www.alzheimersresearchuk.org or call 0300 111 5555.
- Follow us on [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#) and [TikTok](#).