

Working with ShareGift

Information for your shareholders

Including Information about ShareGift

One of the simplest ways of informing your shareholders about ShareGift is to include details in resources or mailings which are already being produced. By doing this you can promote ShareGift in a way which:

- ✔ Is entirely without additional cost to you as a company;
- ✔ Offers an opportunity to trim your register – particularly of small value shareholdings – and the associated administrative costs;
- ✔ Offers relevant information to shareholders who may find themselves with ‘nuisance’ shareholdings;
- ✔ Can provide a valuable source of donations for ShareGift and, by extension, different UK charities; and
- ✔ Demonstrates positive, tangible commitment to ESG.

This may be as simple as including information on the relevant section of your website or with your Annual Report.

If your company has a Corporate Nominee register or issues an Annual Dividend Statement, this provides another opportunity to include information about ShareGift, particularly as this incorporates all the details of the shareholding required for us to prepare a transfer form. See the following case study for more details.

If your Company is issuing new share certificates to shareholders following a Corporate Action, again this can be an ideal opportunity to include information about ShareGift. Example documents are available via the links below and on request.

Examples and case studies

- Example of standard ShareGift wording for company websites from www.about.sainsburys.co.uk/investors/shareholder-information/manage-your-shares
- Example of standard ShareGift wording for Annual Reports from www.centrica.com/media/op3lyz33/centrica-annual-report-2023.pdf



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Case Study – Computershare and Corporate Nominee Statements

In 2013, ShareGift information was included in five statements by Computershare, representing many of their large corporate nominee registers.

In the year before the information was included, we had received 140 donations from holders of shares in the same companies with a total value of around £8,500.

For the same companies in 2013 we received around 570 donations with a total value of around £43,000.

	2012			2013		
	Donors	Value	Median	Donors	Value	Median
Company A	33	£1,074	£17	140	£5,622	£23
Company B	70	£2,746	£30	283	£14,357	£20
Company C	30	£4,154	£23	57	£13,569	£36
Company D	0	£0	N/A	6	£3,995	£150
Company E	9	£426	£37	83	£5,798	£30
	142	£8,400		569	£43,344	

Simply including this information on a valuation, which is routinely sent to all shareholders anyway, resulted in a 401% increase in donors to ShareGift on a like-for-like basis on the previous year and a 516% increase in the value of the donations received. All this was achieved with no additional cost to the company.

The rate of donation varies from register to register; typically we receive donations from around 0.75% of the shareholders on the register following the first such inclusion of this information on the Computershare corporate nominee statements. The median donation is very small – just £20.80 across these registers – so the vast majority of donors are not engaged shareholders, but individuals who have been left with a ‘nuisance’ shareholding for a variety of reasons.

Not only is this a cost-free and effective register management initiative, but it specifically targets those shareholders who have small shareholdings they no longer wish to hold.

Before

£8,500

In the year before ShareGift information was included in statements by Computershare, we received 140 donations at a value of around £8,500

After

£43,000

For the same companies in 2013, when ShareGift was included we received around 570 donations with a total value of around £43,000

We have repeatedly seen this scenario play out across the years. In 2023 one of the largest retail shareholder registers in the UK included information about ShareGift for the first time. We saw a 700% increase in the number of donations we received from those shareholders following this.