

CASE STUDY:



PKAVS



[PKAVS](#) is a small charity with a big heart working tirelessly to improve lives and connect communities throughout Perth and Kinross. They help over 5,000 local people through their 5 hubs - Carers, Minority Communities, Third Sector and Volunteering, and Mental Health and Wellbeing.

The charity is diverse, supporting people from many backgrounds, of all ages, and with cast differing needs. They work alongside the NHS, local council, government, and voluntary bodies to help as many people as they can achieve their goals and recognise their potential.

Since becoming accredited as a Living Wage Employer in 2017, PKAVS have proudly promoted their achievement across various different platforms and channels.

LOCAL PRESS

To celebrate their accreditation, PKAVS coordinated a photoshoot with local press with staff members and volunteers holding the Living Wage logo sign. This was featured alongside a story in the local newspaper.

About their accreditation, Chief Executive Paul Graham said *“We in PKAVS are delighted to be accredited as a Living Wage employer. Our Employees are our greatest asset and whilst securing funding is always a challenge for charities we think it is vitally important to make sure our employees are paid at least*



the Living Wage and we would hope that all employers in Perth & Kinross will follow suit.”

In their second year as a Living Wage Employer, PKAVS did a press feature to promote their nomination in the Living Wage Champion Awards 2018 and in the [Family Friendly Scotland Awards](#).

WEBSITE

PKAVS make sure the Living Wage logo is featured on their website so that clients and the general public know about their commitment. They also feature their Living Wage Employer status in their newsletter, going out to over 1,000 people - a great way to get the word out about the Living Wage.

EVENTS

In Living Wage Week 2017, PKAVS organised a Living Wage accreditation and networking event with the intention to share their experience of becoming accredited alongside other Scottish Living Wage Employers. They promoted the event on social media and their website.

