



We are proud that we are able to help mums across the county access Child Benefit, just as we have been doing for more than 10 years on behalf of HMRC. Every day, Bounty gives out over 2,000 packs in maternity wards across the UK, we reach 96% of all new mums. According to HMRC, 82% of all UK Child Benefit paid is as a result of the forms handed out by Bounty.

Our goal in working with HMRC is to make the Child Benefit form convenient for new parents to access and to provide value for money for HMRC and taxpayers.

The provision of the Child Benefit form in our free packs ensures that the forms are put directly into the hands of parents and enables them to claim their Child benefit as soon as their child is born. Our distribution of the forms means new parents do not have the burden of travelling to the post office, as was previously the case, or having to print off a form from the internet themselves.

Bounty services are offered on the basis of choice and all Bounty staff follow a strict Code of Conduct which makes clear to mums that there is no requirement to join Bounty in order to receive the free Bounty pack or the Child Benefit form. Should a mum decline to receive a Bounty pack, Bounty staff will always offer to simply leave a Child Benefit form with her for her convenience.