



MAKE GIVING COUNT
CEO UPDATE JULY 2014



THE AUSTRALIAN
CHARITIES FUND

CEO Welcome

At The Australian Charities Fund (ACF), our vision is to make workplace giving available to EVERY Australian employee. By 2020, a milestone we're all working hard to achieve is to see one million Australians participating in workplace giving (WPG).

Over the past year, as the advocates for giving on behalf of our sector, I'm extremely encouraged by the significant achievements that ACF has delivered and believe that we're well on the road to achieving our vision. Whilst there were many...some highlights include:

- The launch of the One Million Donors campaign by the Hon. Malcolm Turnbull, MP at Parliament House in Canberra – a most significant step in our journey to grow donations to the not for profit sector through WPG.
- As part of this campaign, we partnered with over 90 organisations in our June WPG month; a massive 150% increase on the previous year.
- The commencement of a dedicated government relations strategy to ensure legislative change can occur to make giving easier; particularly for employers wanting to encourage all employees to join in WPG.
- The launch of AskU – an innovative new not-for-profit organisation. A free way for Australians to support charities in 30 seconds.
- The strengthening of ACF's Employer Leadership Group (ELG); which is achieving great things under the leadership of its inaugural Chair, Richard Murray, JB Hi-Fi's CEO. We were delighted to welcome new members to the group including the Commonwealth Bank, the NSW Department of Premier & Cabinet and SEEK.
- We continue to work closely with employers – of all sizes – on boosting staff engagement with WPG programs.

- Most importantly, we continued to work closely with our Charity Task Force members and all our charity partners to ensure they have the opportunity to be the recipients of well-crafted WPG programs, but also to value this channel as one of the most efficient and cost-effective methods for Australians to contribute to society.

Having just finished my first year as ACF's CEO, I feel incredibly privileged to work every day with passionate leaders from government, business and the not-for-profit sector. I would also like to thank the ACF team and board for its passion and commitment over the past year and for achieving real change in our sector.

Thank you for your incredible support and we look forward to working with you in the year ahead.

Warm regards,



Jenny Geddes
Chief Executive Officer
The Australian Charities Fund
T 02 9024 8664
M 0417 461 747
E jenny.geddes@australiancharitiesfund.org.au



ACF GOALS

A vision to see workplace giving available to EVERY Australian employee. ACF will do this by:

- **Achieving growth** – more WPG programs, growing existing programs and creating new ways to give.
- Intrinsically linked to growth is **Inspiring business leadership** – to share their networks, grow their programs and support our campaigns... in the marketing and communication activities that they do so well every day.
- **Advocating change** – greater engagement with government – on areas such as Opt-out and awareness programs – and to ensure there are industry standards in place which enable the right outcomes for employees who give to charity through WPG.

DELIVERING RESULTS

ACF's commitment to awareness raising and business development work has continued to deliver results for WPG in Australia.

Whilst ACF is still in discussion with the Australian Taxation Office on the final FY13 WPG data, initial indications show sustained growth:

- A 7% increase in the number of Australians donating from their pay from FY12 to FY13 (41% increase over the FY10 – FY13 period).
- 2.9 million Australians now have access to a workplace giving program.



ONE MILLION DONORS

On 5 June 2014, ACF launched a national campaign – One Million Donors – to involve one million Australians in WPG by 2020.

One Million Donors was officially launched by the Hon. Malcolm Turnbull, MP Minister for Communications together with Kelly O'Dwyer, Federal Member of

Higgins and Richard Murray CEO-elect of JB Hi-Fi.

The campaign is centred around one big idea – to unlock the enormous potential of smarter giving and see one million Australians donating through the workplace by 2020.

Mr Turnbull urged business leaders and all employees to support the campaign and to build their brand and reputation through workplace giving.

To hear Mr Turnbull's speech, please [CLICK HERE](#)

To find out more and join One Million Donors visit:

[THE AUSTRALIAN CHARITIES FUND.](#)



From left to right: Richard Murray CEO of JB Hi-Fi, Kelly O'Dwyer, Federal Member for Higgins, the Hon. Malcolm Turnbull, MP, Minister for Communications, Jenny Geddes, CEO, ACF and Greg Hutchinson, AM, Founder & Deputy Chairman, ACF.

JUNE WORKPLACE GIVING MONTH

A key pillar of One Million Donors is the June Workplace Giving Month.

During this month, ACF used AskU to canvas the views of working Australians about WPG. The survey confirmed previous ACF research and showed:

- 100% of business leaders identified employee engagement as their No. 1 WPG objective and view it as a critical part of their talent management strategy¹
- 85% of employees feel it's important to give back to the community through WPG (pre-tax donations, time, skills and in-kind support)^{1&2}
- 82% of employees would be more inclined to give to a charity through the workplace if their employer matched the donations²
- 81% of donors would recommend WPG to a colleague¹
- 74% of employees would prefer to give \$5 per week over a year than a bulk amount²
- 63% of employees would be happy to be automatically included in their company's giving program²
- 30% of donors would be happy to increase their current workplace giving donations¹

A record 91 organisations participated in the June campaign, running promotions to increase employee participation in their own businesses or showcase the collective impact of smarter giving amongst the broader public.

Great results for the community are coming in... one employer partner – in just one month of concerted effort – has seen its participation increase from 7% of staff participating in its WPG to a phenomenal 47%!



A national communications campaign – with an estimated reach of over 12 million Australians – is underway to raise awareness and engagement in WPG. Some highlights of this month include:

- WPG advertisements aired on the Foxtel and Val Morgan networks
- Launch of a free 'How to set-up a WPG program' [CLICK HERE](#) to see how
- Awareness on SEEK's website – the leading online employer
- Messaging on the Commonwealth Bank's online banking platform
- Excellent media awareness – [CLICK HERE](#) to read more

WORKPLACE GIVING EVENTS

ACF was delighted that several WPG month events were held around the country in June.

Collins Food Group

Collins Food Group (CFG) hosted an event to celebrate that 54% of its team members are giving and over \$2.4M has been donated to five charity partners.

Kevin Perkins, CEO, Collins Food Group, spoke of how proud he was of his team's generosity – particularly from young team members working their way through school who give 50¢ or a \$1 week – and how the program has had such a positive impact on the company's culture.

CFG's five charity partners also shared with staff how WPG donations were making a difference in the community.



David Hoskins (Animal Welfare League QLD) with Susie Gilroy, Kevin Perkins and the team from Collins Food Group.

JB Hi-Fi

Richard Murray, JB Hi-Fi's CEO was delighted to announce that his organisation's WPG program 'Helping Hands' had seen employees raise more than \$5.5 million in five years, with matching support of the company.

"More than 50% of our staff give through Helping Hands and this tells me that we have a team that understands the purpose of the program and that they want to be part of something that connects us all with the wider community," Mr Murray said.



Richard Murray, JB Hi-Fi CEO with Helping Hands members celebrating WPG

**ACF THANKS EVERYONE INVOLVED IN THIS IMPORTANT MONTH OF GIVING.
IT HAS BEEN A TRUE PARTNERSHIP BETWEEN GOVERNMENT, BUSINESS AND THE COMMUNITY.**

BUSINESS DEVELOPMENT

ACF's work is designed to generate more WPG programs throughout Australian businesses. In addition to achieving growth in the large enterprise space, ACF also believes that WPG must become part of the giving landscape for the small-to-medium enterprise sector (ACF defines this as employers with 100 – 1000 employees.)

ACF's approach, which actively raises the profile of WPG, coupled with directed sales of the Make Giving Count product and a prioritisation of business leads from our network, has been very successful.

The marketing and sales of the Make Giving Count guide to WPG has ensured that an additional 3,000 Australian employees have the opportunity to give through their workplaces.



ACF is currently pursuing 34 active business leads, and as a result of the One Million Donors campaign, in the month of June, we received on average, four enquiries a day on how to establish a WPG program.

The decision to produce and make freely available a 'How To' video will ensure many smaller organisations have the confidence to set-up their own WPG programs.

ACF is extremely grateful to the support shown by Seek which will be hosting a series of new business lunches for HR leaders in August.

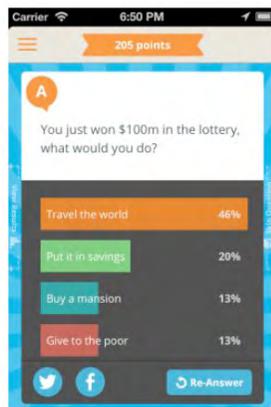
[CLICK HERE](#)
to see the video

ASKU

Since its launch in September 2013, ACF has been delighted to partner with PwC on AskU. Australians are now generously giving to charity by donating minutes rather than money, through this new innovative market research app.

In its first year, AskU partnered with Opportunity International Australia, The Smith Family, Mission Australia and Redkite. These four organisations invested considerable time and skill to build AskU into a concept that will benefit a wider group of organisations. AskU was delighted to make donations to each of these partners.

Over the year, AskU has achieved massive milestones and has just achieved three million questions answered from the public market research panel. The connection to charity has seen it achieve a massive 98% completion rate to public surveys.



Gavin Heaton
AskU General Manager



ASKU IAWARD WINNER

The simplicity of the app is underpinned by incredibly complex technology. AskU was recognised for its innovative technology, business model and commitment to social impact and received the NSW iAward. The iAwards honour the best and most innovative solutions in each State or Territory.

The Community award is a difficult category to successfully nominate and win – largely because innovation, technology and social impact are challenging to connect. AskU's "shared value" model which connects the "3 Cs" – consumers, companies and charities – is proving to be a winning formula.

ASKU FREE FOR CHARITY PARTNERS

As a result of the incredible generosity of PwC, AskU survey capabilities are available to the not-for-profit sector for free. As a result, numerous not-for-profit organisations have conducted research, reporting that they have been very pleased with the results and the added professionalism it is bringing to their work.

LET'S OPT-OUT

Over the past year, ACF has advocated for an amendment to section 324 of the Fair Work Act 2009 (Cwlth) relating to 'opt-out' rulings for existing employees.

ACF's experience shows that employers need the confidence to embrace opt-out. ACF's research indicates that the majority of employees are interested in workplace giving and choose not to opt-out when this approach is taken. In late 2013, ACF hosted a forum to showcase the success of employers who have adopted opt-out, provide clients with an opportunity to ask questions of leading employers already adopting opt-out.

In June as part of its lobbying effort, ACF met with five senior members of the federal government to discuss the issue. ACF was encouraged by the initial consultative process and will be continuing the campaign for legislative change in the year ahead.

KING & WOOD MALLESONS *ACF is extremely grateful to the support shown by King & Wood Malleasons for this important initiative.*

THANK YOU TO OUR EMPLOYER LEADERSHIP GROUP

ACF wishes to acknowledge and thank the members of its Employer Leadership Group (ELG). Under the leadership of its Chair, Richard Murray, JB Hi-Fi's CEO-elect, this group of enlightened employers has provided vital funds, in-kind support and insights to allow ACF to ensure the growth of workplace giving throughout Australia.



Hosting events remains a core part of ACF's strategy and on that note, sincere thanks to those ELG partners who have hosted these events – in Sydney, Melbourne and Brisbane

THANK YOU TO OUR CHARITY TASK FORCE

ACF wishes to acknowledge and thank its Charity Task Force members for their continued input and support. This group of charity leaders have a shared interest in the social impact that occurs when they work with employers who have made WPG a priority in their organisation.



PRO BONO SUPPORT FOR WORKPLACE GIVING

In the past year, in addition to the enduring support it receives from its Employer and Charity partners, ACF has been extremely fortunate to receive incredible pro bono support from the following organisations – companies that passionately believe in the WPG cause:



Commonwealth Bank: In addition to its membership of ACF's Employer Leadership Group, Commonwealth Bank employee Emma Bowdler joined our team on secondment for four months. Emma, a highly creative communications specialist has given ACF invaluable support for WPG month and One Million Donors.

Guy Downes: An independent visual communications specialist, who helps organisations connect with the audiences that matter to them, using pictures. Guy produced ACF's free video resource "how to set up workplace giving program".



[CLICK HERE](#)
to see the video

Foxtel / Hoyts / Val Morgan: ACF's workplace giving advertisement was featured nationally across the Hoyts and Events Cinema network and Foxtel channels to raise awareness of the WPG movement, and to encourage more Australians to support the community through smarter giving.



Sydney Solutions: Andrew Akib, the founder and creative director of web design company Sydney Solutions redesigned ACF's website providing greater functionality and a customer centric layout.

As a result of this pro bono support, ACF has seen a dramatic increase in inbound enquires.



SAVE THE DATE!

To recognise excellence in WPG, ACF will make the following awards:

- Highest increase in employee participation (employer award)
- Best Workplace Giving Month promotion (employer award)
- Best Workplace Giving Month promotion (charity award)

Applications open 1 July 2014 until 31 July 2014, with the Awards event scheduled for the evening of 20 August 2014.

[SUBMIT YOUR AWARD NOMINATION HERE](#)

GET INVOLVED!

We want to hear from you, follow us and join the discussion! [CLICK HERE](#)

Or join us at





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