



MAKE GIVING COUNT
CEO UPDATE JANUARY 2015



THE AUSTRALIAN
CHARITIES FUND

CEO Welcome

Welcome to 2015 and please let me wish you a happy and healthy year ahead.

At The Australian Charities Fund (ACF), our vision is to see workplace giving (WPG) available to EVERY Australian employee and by 2020 see one million working Australians giving to community causes.



With the support of our valued employer and charity partners, I am inspired and encouraged by the significant achievements that ACF has delivered. Whilst there were many, notable highlights in the past six months include:

- The launch of the One Million Donors campaign by the Hon. Malcolm Turnbull, MP that marked June 2014 as ACF's most successful Workplace Giving Month campaign.
- The appointment of Dr Lisa O'Brien, CEO of The Smith Family as the chair of ACF's Charity Task Force.
- ACF's Employer Leadership Group, under the leadership of Richard Murray, CEO JB Hi-Fi, expanding to include BHP Billiton, Foxtel and Hoyts as valued members.
- Our sustained government relations strategy to ensure the legislative change that will make WPG even simpler for employers to engage their staff into their programs.
- Hosting of the ACF Employer leadership lunch series in Brisbane, Melbourne and Sydney to discuss the value of a giving program in building an organisation's culture.
- The consolidation of the partnership with PwC on AskU. Through AskU, Australians have the ability to support charity by donating minutes rather than money and organisations have the ability to conduct market research in a true shared value model.

And, of course we continue to work closely with employers – of all sizes – on both the establishment of WPG programs and, if they have a program, on boosting engagement.

ELG LEADERSHIP IN ACTION



When JUNE 2014

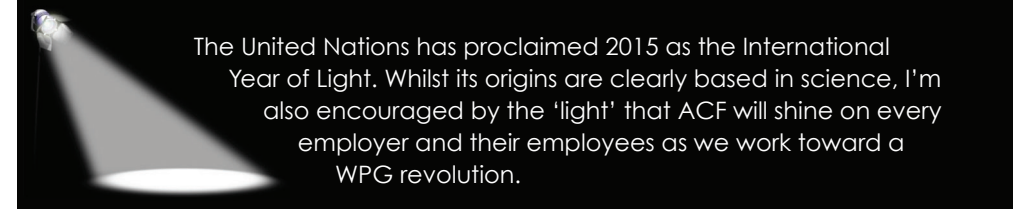
Why Workplace Giving Month

What happened SEEK Limited achieved a 63% participation rate in its giving program – up from 7%.

How Executive leadership, set participation targets, refreshed and renewed program brand identity, and had FUN with communications in the workplace.

Whilst workplace giving has already achieved considerable success with approximately 150,000 Australians participating, the opportunity to truly revolutionise this space exists. We're encouraging all businesses to prioritise the set-up and ongoing commitment to high impact programs and join in our message that giving in this way is

1. **COST EFFECTIVE**
2. **SUSTAINABLE**
3. **VALUED by our Charity partners**



The United Nations has proclaimed 2015 as the International Year of Light. Whilst its origins are clearly based in science, I'm also encouraged by the 'light' that ACF will shine on every employer and their employees as we work toward a WPG revolution.



Handwritten signature of Jenny Geddes.

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



DR LISA O'BRIEN ACCEPTS CTF CHAIR POSITION

As many of you are aware, ACF is supported and guided by a group of leading employers known as the Employer Leadership Group (ELG). In addition to overseeing world class workplace giving programs, these organisations are also committed to seeing the broader mission of 'one million donors giving through the workplace by 2020' realised.

At the beginning of 2014, Richard Murray, the CEO of JB Hi-Fi accepted the position of Chair of the ELG. ACF has been grateful for the insights that Richard brings to the position.

ACF and the ELG were very keen to see an independent Chair of the Charity Task Force and we are delighted that Dr Lisa O'Brien, the CEO of The Smith Family has agreed to take on the position. Dr O'Brien is a champion of giving in the workplace and has long promoted its value in terms of fundraising, reputation, staff engagement and measurable social impact.

"The Smith Family has established many fruitful workplace giving partnerships and I've seen first-hand what an empowered workforce can bring to a cause – not just financial support, but also volunteering and pro bono assistance. With only 150,000 Australians currently participating, workplace giving is very much in its infancy and has enormous growth potential. I look forward to taking on this challenge and working with ACF, the Employer Leadership Group and all the members of the Charity Task Force to unlock this powerful form of giving," said Dr O'Brien.

WORKPLACE GIVING MONTH 2014 AWARDS



In August, ACF's Workplace Giving Month 2014 Awards were held. Hosted by PwC in Sydney, the awards celebrated the success of organisations who've demonstrated an outstanding commitment in encouraging more Australians to support the community through smarter giving.

Over 90 organisations participated in this year's Workplace Giving Month and record results from industry leading organisations were achieved.

SEEK Limited was the winner of two categories for its workplace giving program; Best Promotion and Program Growth Award.

A significant number of charities participated in Workplace Giving Month, supporting other charities through their own workplace giving programs and generating further awareness for their cause.

The Surf Life Saving Foundation was the winner of the Best Promotion for a Charity. The Surf Life Saving Foundation reached out to over 100 businesses to discuss its work and developed and distributed creative communications to engage further awareness.

Other winners announced on the night were:

- **Bain & Company**
Inspiration Award for employer
- **Redkite**
Inspiration Award for not-for-profit
- **Devine**
Inspiration Award for employer
- **Commonwealth Bank**
Key Supporter Award
- **JB Hi-Fi**
Inspiration Award for employer
- **Val Morgan**
Key Supporter Award
- **Good Beginnings**
Inspiration Award for not-for-profit
- **Foxtel**
Key Supporter Award



Bidwell Primary School performers, supported by The Song Room



Jenny Geddes, ACF, Meahan Callaghan & Naomi Barson, SEEK Limited & Richard Murray, JB Hi-Fi



Jenny Geddes, Roma Armstrong, Surf Lifesaving Australia & Richard Murray.

KNOWLEDGE SHARING EVENT

In November, as part of the One Million Donors mission, ACF's charity partners came together to explore how to develop and embed workplace giving (WPG) as a core fundraising stream.

Key insights

1. Make WPG a strategic focus for your charity

- 85% of employees feel it's important to give back to the community through the workplace (ACF 2013).
- 86% of employees would be more inclined to give through WPG knowing it's one of the most effective ways for charities to fundraise (ACF 2014).
- Gain leadership buy-in, allocate resources and set internal WPG targets to drive growth.

2. Identify your market and develop your product

Existing corporate partners

- 25% of working Australians have access to WPG but only 4.6% participate. ACF has encouraged its charity and employer partners to banish the notion that only five percent of staff participating in a program is a good result. Employees want to give through the workplace but often don't know they can.
- Use WPG giving as a tool to deepen an existing partnership. ACF is encouraging its employer partners to be bold – targets of at least 30% staff participation are easily achievable.

New corporate partners

- Make WPG the foundation for every corporate partnership, showcasing the need for low-cost, sustainable funding.
- Build your WPG 'product' - complement payroll giving with other elements including company matching, workplace fundraising, volunteering, skill sharing, in-kind support – depending on what works for your charity.

3. Pitch with the employer's motivations in mind

Employers embrace WPG because they want to give their staff a greater sense of purpose at work and build organisational culture (ACF 2013).

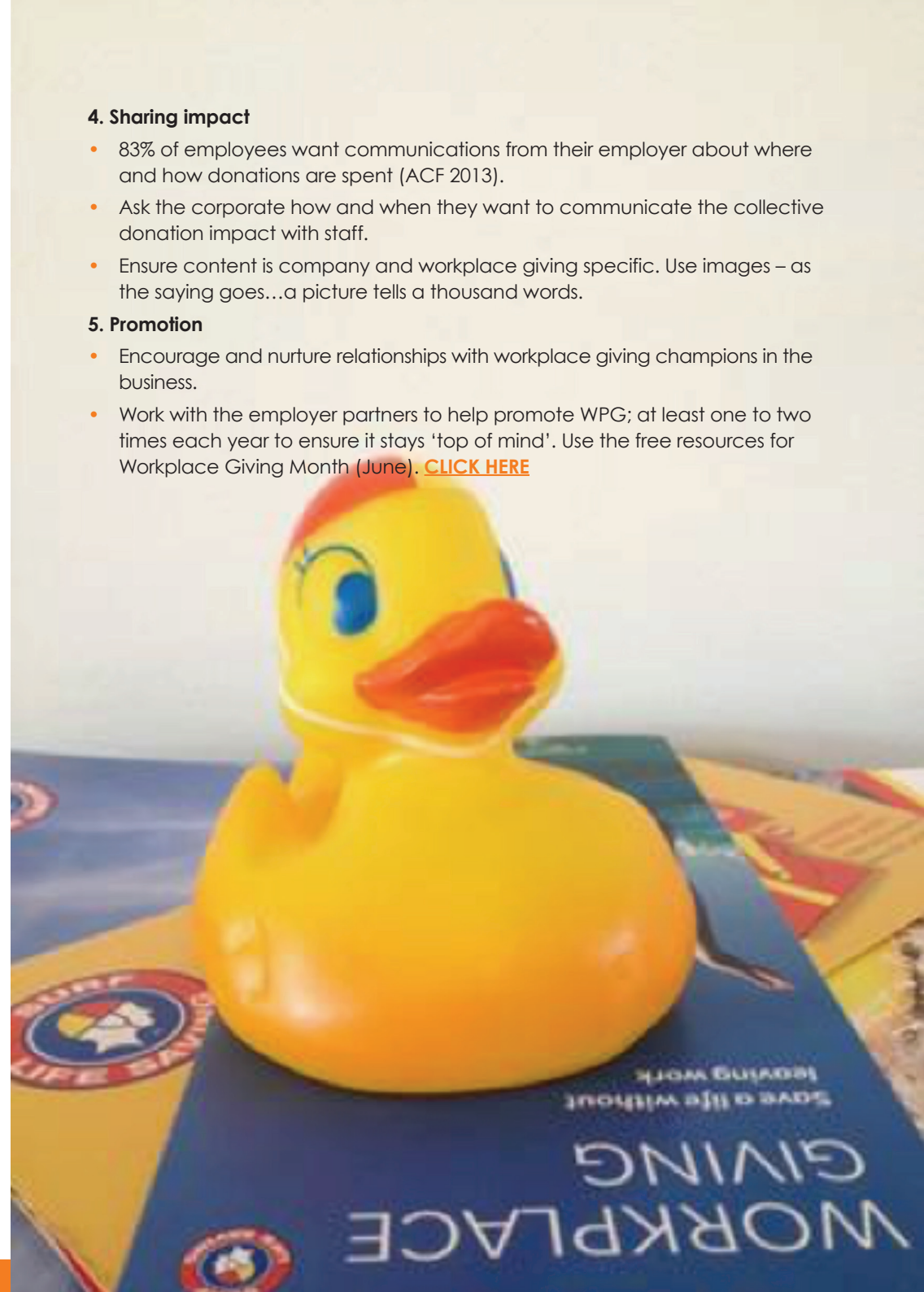
- WPG correlates with higher levels of employee engagement (ACF 2013).
- Get to the decision makers and speak to the business case. Successful WPG programs bring an organisation's values and culture to life – enabling employers and employees to become directly involved with activities that develop pride, foster teamwork, build partnerships and create social change.
- And when you've got them on board, make it easy for business to implement the program. Remove barriers by sharing WPG resources, connect them with other corporates who've 'been there, done that', provide engaging collateral, be available to help launch the program and make it fun.

4. Sharing impact

- 83% of employees want communications from their employer about where and how donations are spent (ACF 2013).
- Ask the corporate how and when they want to communicate the collective donation impact with staff.
- Ensure content is company and workplace giving specific. Use images – as the saying goes...a picture tells a thousand words.

5. Promotion

- Encourage and nurture relationships with workplace giving champions in the business.
- Work with the employer partners to help promote WPG; at least one to two times each year to ensure it stays 'top of mind'. Use the free resources for Workplace Giving Month (June). [CLICK HERE](#)



INTERVIEW – EFFECTIVE GIVING

ACF was contacted by ABC's Statewide Drive program and did an interview about the most effective ways to give to charity, and naturally we did a good pitch for workplace giving! [Listen to the podcast here.](#)

LAUNCHING THE WORKPLACE GIVING QUALITY MARK

In 2014, ACF and The London Benchmarking Group (LBG) have agreed in principle to collaborate on the development and launch of a Workplace Giving Quality Mark Initiative (the Mark).

This collaboration will see the launch and awarding of the Mark to employers and charities for their creativity, leadership and commitment to workplace giving in all forms.

Together ACF and LBG are aiming for The Mark to be recognised as symbol of a workplace that has highly engaged employees that share the organisations commitment to community.

More details on the Mark and the awarding process will be released in 2015.



ACF Workplace Giving lunch panel members: Tim Sims, Managing Director, Pacific Equity Partners & Founding Director, The Australian Charities Fund; Meahan Callaghan, Human Resources Director, SEEK Limited and David Hoskot, Corporate Partnerships Manager, Animal Welfare League QLD

LEADERSHIP LUNCH – BRISBANE

After hosting executive lunches in Melbourne and Sydney earlier in 2014, in November, ACF was delighted to host a lunch in Brisbane for 40 business leaders to discuss the important topic of building purpose into business. One of the ways to do this is obviously to encourage businesses to establish or rejuvenate workplace giving programs; attendees were certainly motivated by the results being achieved by Collins Foods, Devine, Flight Centre Travel Group and SEEK to promote or refresh their programs to increase results.

"Business isn't just about making money. It's so important to give people a greater sense of purpose at work – to empower them to be part of something bigger", shared Meahan Callaghan, HR Director at SEEK – Australia's leading online employment business. "Workplace giving is a fabulous way to increase employee engagement and bring that purpose to life. We know staff want to give through the workplace. We make it easy for them to give via their pay and match donations. Over 60% of our people donate and together we feel enormously proud of the support we can offer our charity partners", said Meahan.

"A healthy, productive and vibrant society is vital to business success" said Tim Sims, Managing Director at Pacific Equity Partners and Founding Director of ACF. "Business leaders have a responsibility to stakeholders to invest wisely in the community. I'm a passionate advocate of workplace giving because it harnesses the generosity of Australians and the business community in a simple yet powerful way that generates greater returns for each dollar donated."

Animal Welfare League Queensland (AWLQ) is one of the many charities benefiting from workplace giving. AWLQ's Fundraising Manager, David Hoskot, said "With thousands of deserving animals dependant on us for care and rehoming opportunities each year, the regular income stream that workplace giving provides is invaluable for planning and budgeting purposes. We have also found that we can build deeper workplace giving relationships by offering our staff further engagement via our rehoming, volunteering and fostering programs".

HONOURING LEADERSHIP

In November 2014, ACF was delighted to present Kevin Perkins, Executive Director and retiring CEO of Collins Foods Limited with a Workplace Giving Leadership Award. Kevin was honoured for his significant contribution to creating a giving culture at work.

In just over five years, more than 55% of team members at Collins Foods, together with the business, customers and shareholders, have donated more than \$2.7M to five charity partners.

On receiving the achievement award, Kevin shared that, "Workplace giving is the right thing to do and it makes business sense. You want to be a great place to work, and it's exciting to see team members joining together to be part of a giving movement".



Kevin Perkins (L), the retiring CEO of Collins Foods Limited receives a Workplace Giving Leadership Award from Tim Sims (R), Managing Director, Pacific Equity Partners & Founding Director of The Australian Charities Fund.

SUPPORT FROM THE EMPLOYER LEADERSHIP GROUP

ACF acknowledges and thanks the members of its Employer Leadership Group (ELG). This group of dedicated employers has provided vital funds, in-kind support and insights to allow ACF to focus on achieving One Million Donors.

If your organisation is interested in joining the ELG, [please contact me](#).



SUPPORT FROM THE CHARITY TASK FORCE

ACF wishes to acknowledge and thank its Charity Task Force members for their continued thought leadership 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.

