

Engaging Young Australians in Workplace Giving

The Social Impact Hub and the Australian Charities Fund, with the support of SEEK, completed a limited quantitative and qualitative research study about the giving habits of Australians between 15 and 35 to determine how to motivate young Australians to participate in workplace giving.



Motivations for giving



Emotional connection:
ability to choose charities that align with personal preferences

"Emotional connection is important because my charitable giving is tied to my sense of identity."
Emma, 22



Visibility:
seeing the impact that donations have

"I like seeing the impact of my donations on the communities I donate to."
Tom, 19



Trust:
charities must be reliable, trustworthy and financially transparent

"If there is information given about the charities and the company's involvement with the charity, that influences my giving."
Caroline, 22



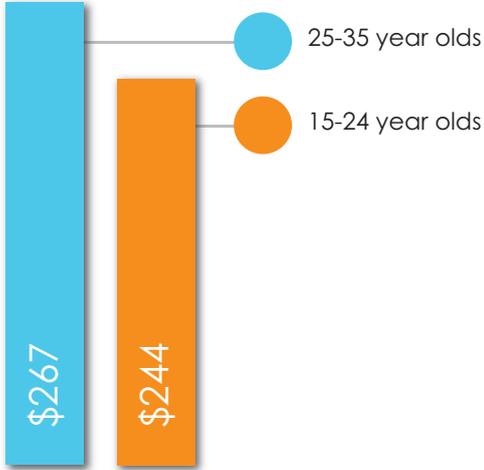
Financial concerns:
affordability, donation matching and tax effectiveness

"If my employer matched my donations, then I would definitely donate, and donate more."
Aly, 22

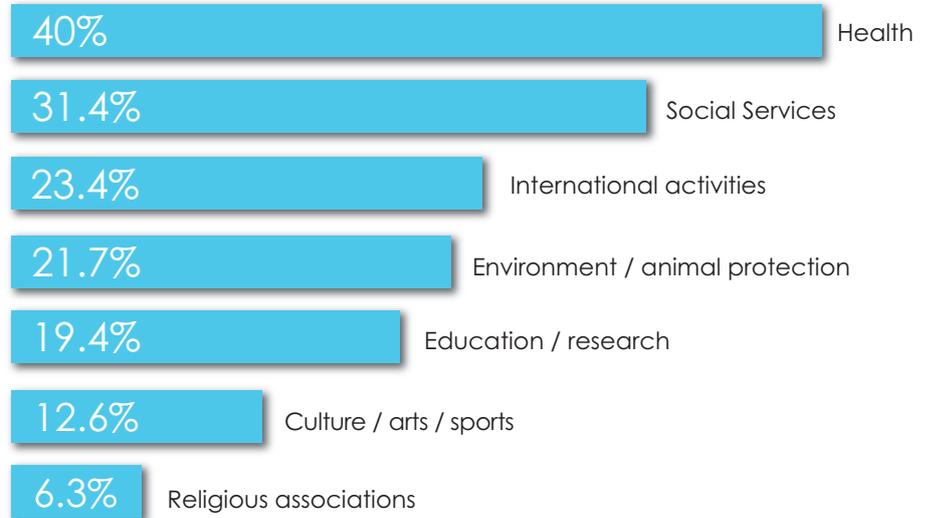
Engagement with giving

Amount given through workplace giving

\$ Donated per year



Largest cause areas



Recommendations for employers

Raise awareness through branding the program and marketing across multiple communication channels

Support reputable and trustworthy charities that work across a wide range of areas

Provide participants with regular feedback and updates from the charities so they can see the impact of their donations

Create incentives through team-based competitions or awards

Match donations where possible

The senior leadership team should set the example to help create a culture of giving.



The Social Impact Hub conducted primary research from July to November 2015 on behalf of ACF and SEEK. Over 170 participants completed the 10 minute survey and 10 face to face interviews were conducted with young Australians aged between 15 to 35. The majority of those surveyed had an established workplace giving program at their employer.