

# CEO UPDATE JULY 2016



ONE MILLION DONORS

# CEO Welcome

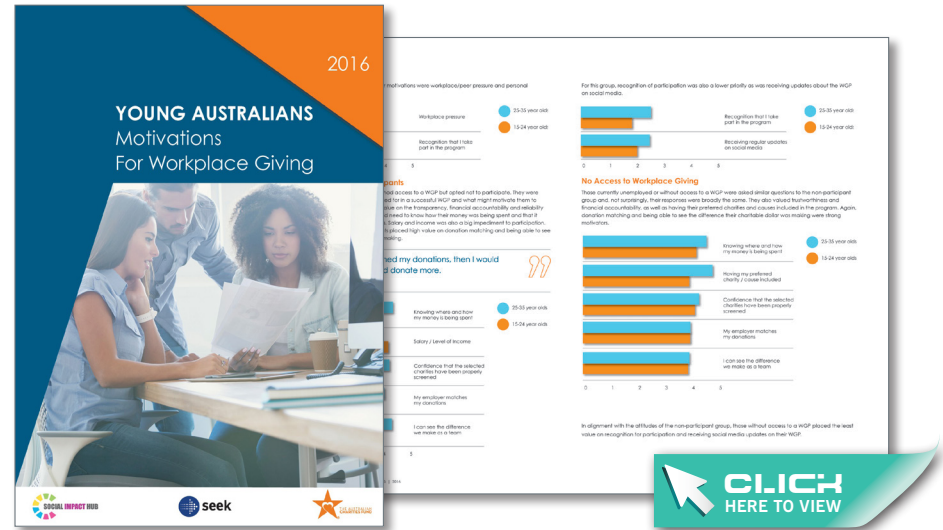
As we conclude June, I'm delighted with the momentum achieved in this – the sixth – Workplace Giving Month to be held across Australia.

We've seen considerable milestones – ones which will be critical in achieving One Million Donors by 2020. Full details are included in the report and it's my pleasure to touch on the notable highlights here:

- Launch of an innovative online **Reporting Tool**. For the first time, this new online platform allows employers to benchmark the progress of their Workplace Giving program against other employers across the nation. As we hit print on this report, we already have over 70 employers signed on – a great start!
- Release of Workplace Giving **Supporter Marks** – again for the first time, employers with a Workplace Giving program and charities who support Workplace Giving will be issued with a 'Workplace Giving Supporter Mark' for use throughout their communications.
- Launch of a National Excellence **Awards** series to recognise success and help to drive program growth amongst employers.
- **Collaboration** to ensure growth. As part of One Million Donors, ACF is collaborating with seven leading industry partners – Benjojo, Catalyser, GiveNow, Giving West, LBG Australia & New Zealand, Philanthropy Australia and United Way – and this collaborative mindset is undoubtedly broadening the reach of the campaign.

This year's Workplace Giving Month follows the public launch of research by SEEK, ACF and Social Impact Hub, which uncovered that young Australians are motivated by a genuine desire to make a difference and are looking for employers who enable their passion for the community.

This research has proven that for employers, Workplace Giving is a great way to not only contribute to charity, but also meet the expectation of their staff in terms of what they are looking for in a leading employer. This is a unique opportunity for all businesses, both big and small. Since 2002, Workplace Giving has raised over a quarter of a billion dollars of new funding for charities. Our next milestone is to see donations from one million working Australians by 2020; which would create an additional donation flow of \$250 million each year for community.



Finally, please let me acknowledge the ACF board, team, Employer Leadership Group, Charity Task Force and industry partners. It continues to be a privilege to work with such an inspirational group committed to making a real difference in the communities in which we live and work.



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# ONE MILLION DONORS

One Million Donors is a movement for social change. Its mission is to see one million Australians giving donations to charities through Workplace Giving by 2020. This cost effective and efficient approach has the potential to transform the giving landscape in Australia, impacting every charitable cause while delivering huge benefits to employers and staff. The campaign was launched by The Hon Malcolm Turnbull in 2014.



**The launch of the 1 June 2016 One Million Donors campaign.**

From left to right:

Dr Lisa O'Brien,  
CEO, The Smith Family

Richard Murray,  
CEO, JB Hi-Fi

Jenny Geddes,  
CEO, Australian Charities Fund



**1MDonors.org.au is a one-stop-shop for Workplace Giving**

## HEADLINE NEWS

The 1 June launch of the new website – [www.1Mdonors.org.au](http://www.1Mdonors.org.au) – has seen the site become the one-stop-shop for Workplace Giving. It made headline news throughout the industry:



We encourage employers to join One Million Donors. By doing so they will be able to access valuable benchmarking reports about their program's progress, apply for the Supporter Mark to recognise their program, and apply to have their achievements celebrated through National Excellence Awards.

## REPORTING TOOL – TRACK PROGRESS

For the first time employers are able to benchmark the progress of their Workplace Giving program against other employers across the nation.

Employers' private reports will show how their organisation is tracking against other employers, and how they compare overall. Employers will receive a three-step Action Plan that is unique to them.

The Tool also produces a Leaderboard of top performing employers.



The private report benchmarks employers' Workplace Giving program.

# SUPPORTER MARK – CREATE AWARENESS

Employers and charities involved in Workplace Giving are eligible for a 'Workplace Giving Supporter Mark' for use throughout their communications.

**For Employers:** Using the Mark celebrates the important contribution their staff make through Workplace Giving. It can also be particularly useful during recruitment, so new talent can immediately recognise employers committed to the community.

**For Charities:** As funds from Workplace Giving grow, more employers will seek charities to partner with. The Mark makes it easy for employers to recognise an experienced Workplace Giving charity, ready to help them to get the most out of their contributions.



Apply for a Supporter Mark through [1MDonors.org.au](http://1MDonors.org.au)



## EXCELLENCE AWARDS – ENTRIES OPEN 1 AUGUST

The Workplace Giving Excellence Awards will celebrate the significant contribution Australian workers make to the community. We encourage employers to enter the Awards to publicly recognise the impact their staff make, as well as inspire other organisations to get involved in Workplace Giving.

The Award categories are:

- Best Overall Program
- Best Launch or Refresh
- Best Public Sector Program
- Most Inspiring Employer Champion (individual)
- Most Innovative Employer / Charity Partnership

Entries will be open during the month of August on [1MDonors.org.au](http://1MDonors.org.au)

## INDUSTRY COLLABORATION

Now in its third year, the One Million Donors campaign is supported by a group of high profile Australian businesses and charities, as well as these leading community organisations:



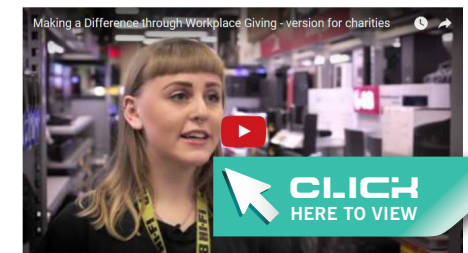
## CONGRATULATIONS TO LEADING WORKPLACE GIVING PARTNER JB HI-FI

June 2016 was also a significant milestone for leading Workplace Giving partner, JB Hi-Fi, seeing it reach \$10 million in donations through its Workplace Giving program, "Helping Hands." A phenomenal 65% of the JB Hi-Fi team is involved in the Helping Hands program!

Richard Murray, the JB Hi-Fi CEO said of his program's success: "Workplace Giving is the right thing to do. Not only does it provide much needed cash to our charity partners, but it has also done great things for the JB Hi-Fi culture. I want our staff to feel part of JB Hi-Fi, and Workplace Giving ticks so many boxes around engagement, morale and culture. It really anchors how we communicate with our employees."



R to L: Richard Murray, CEO, JB Hi-Fi with members of the JB Hi-Fi team.



You can also see power of Workplace Giving at JB Hi-Fi by watching the video.

# Thank you to...

## THE 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, this group of enlightened employers has provided vital funds, in-kind support and insights to allow ACF to ensure the growth of WPG throughout Australia.

Richard Murray, JB Hi-Fi's CEO & Chair of ACF's Employer Leadership Group



## OUR EMPLOYER PARTNERS & ASSOCIATES

- AGL Energy Limited
- Allianz Australia Insurance Limited
- Australian Securities & Investments Commission
- AWE Limited
- British American Tobacco Australia
- Corrs Chambers Westgarth
- CS Energy
- CSR Limited
- Devine Limited
- Diageo Australia Limited
- Endeavour Energy Australia
- Flight Centre
- Greenhill
- Hindmarsh Group
- IAG Foundation
- Link Market Services Limited
- Lion
- Philip Morris Limited
- Pickles Auctions
- Starbucks Australia
- Toyota Finance
- Wolters Kluwer

## THE CHARITY TASK FORCE



ACF wishes to acknowledge and thank its Charity Task Force members for their continued input and support. Under the leadership of Dr Lisa O'Brien, CEO The Smith Family, 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.

Dr Lisa O'Brien, CEO, The Smith Family said: "Donations from workplace givers are a great source of funding. Small regular gifts have a cumulative effect. It is this type of regular giving that helps to build a sustainable funding base for charities."

Dr Lisa O'Brien, CEO The Smith Family and Chair of the Charity Task Force.



# Connect with us...



Check out all of our resources on our website, including our free downloadable DIY Guide.



See our [www.1mdonors.org.au](http://www.1mdonors.org.au) website for more on our campaign to reach One Million Donors by 2020.



Join our Facebook community. You can post comments and questions, and get the latest WPG news.



Get the latest updates when you follow us on Twitter.



Engage with the network raising awareness of, and encouraging participation in, WPG in all its forms.



View our suite of inspirational WPG videos.