

CEO UPDATE DECEMBER 2017



Performance at the Workplace Giving Excellence Awards by students from Mother of God School, Ardeer. In just nine years, more than 24,000 disadvantaged children in The Song Room's programs have received music and arts education thanks to Workplace Giving donations from the JB Hi-Fi team.



Donate the smart way – direct from your pay!
#donateatwork



CEO Welcome

As 2017 draws to a close, I take this opportunity to reflect on the year and importantly look ahead to achieving One Million Donors.

Reaching this goal will require commitment and dedication from business leaders across Australia to prioritise this form of giving. From the charity sector it will take courage and a willingness to move away from inefficient forms of fundraising.

I'm very pleased to report that in 2017 considerable steps forward were achieved on both fronts.

This year's Workplace Giving Excellence Awards, held in November, were a good indication that support for Workplace Giving (WPG) continues to build. We were enormously encouraged that such an esteemed group of organisations entered the Awards. All entrants celebrated the collective impact of their staff and the important difference they are making to their charity partners via the most effective and efficient form of giving available to working Australians.

As Professor Kristy Muir, CEO, Centre for Social Impact and 2017 Awards Judging Chair said, "Workplace Giving presents a considerable opportunity for increasing the resources available for an effective and viable social purpose ecosystem and, in turn, positive social change. Not only has planned giving been shown to deliver six times more in donations than spontaneous giving, many workplaces match giving."

The latest ATO data available reinforces this point and shows that total individual WPG contributions are up 53% from FY10-FY16, with a 67% growth in employees participating. When matching and employee giving outside payroll are included, total WPG contributions are estimated to equate to more than \$75M in FY16 alone.

Over the past year, ACF has received exceptional support from its Employer Leadership Group, Employer Partners and Charity Task Force. In addition, the One Million Donors campaign partners - Benojo, Catalyser, The Centre for Social Impact, Give Now, Giving West, London Benchmarking Group, Philanthropy Australia and United Way - have worked collaboratively to promote WPG.

Thank you for your passionate commitment to WPG and in the coming year, with your support, we will continue to drive growth towards One Million Donors.

A handwritten signature in blue ink that reads "Jenny Geddes".

Jenny Geddes – CEO, The Australian Charities Fund

T 02 9024 8664

M 0417 461 747

E jenny.geddes@australiancharitiesfund.org.au



ONE
MILLION
DONORS

ONE MILLION DONORS UPDATE

2017 WORKPLACE GIVING EXCELLENCE AWARDS

Now in their second year, the Awards are a key pillar of the One Million Donors campaign. They aim to recognise the success of Workplace Giving (WPG) as the most cost effective form of charity donations from working Australians and encourage others to participate.

Award recipients were announced at a presentation event hosted by Australia Post in November. The ceremony was officiated by The Hon. Alan Tudge, MP, Minister for Human Services and Member for Aston and featured addresses by The Centre for Social Impact and Australia Post.

Gold Awards were received by:

- Best Overall Program: JB Hi-Fi
- Most Innovative Charity / Employer Partnership: Joint winners - Redkite in partnership with JB Hi-Fi and The Song Room in partnership with JB Hi-Fi
- Best Launch or Refresh (Large Employer): The Good Guys
- Best Launch or Refresh (Small Employer): The Myer Family Company
- Best Public Sector Program: South West Sydney Local Health District



The Hon. Alan Tudge MP.



From left to right: Richard Murray, JB Hi-Fi, Rowan Howarth, Australia Post, Jenny Geddes, ACF, Kristy Muir, Centre for Social Impact and The Hon. Alan Tudge MP.



Representatives from Gold Award recipients – The Good Guys and JB Hi-Fi.



Representatives from Gold Award recipient – The Myer Family Company.



ONE MILLION DONORS UPDATE

2017 WORKPLACE GIVING EXCELLENCE AWARDS CONTINUED

ADDITIONAL AWARD WINNERS

Best Overall Program

- SEEK – Silver Award
- Commonwealth Bank – Highly Commended
- Event Hospitality and Entertainment – Highly Commended

Most Innovative Charity / Employer Partnership

- The Smith Family in partnership with King & Wood Mallesons – Bronze Award
- Give Where You Live Foundation in partnership with Hanlon Industries – Highly Commended

Best Launch or Refresh (Small Employer)

- Bain & Company – Silver Award

Best Public Sector Program

- Australia Post – Silver Award



DISTINGUISHED JUDGING PANEL

The independent panel of judges representing a broad cross-section of industry were:

- Judy Barraclough, Head of Strategy & Philanthropy, The Smith Family
- Sarah Davies, CEO, Philanthropy Australia
- Carolyn Hewson, Director, BHP Limited and BHP Plc
- Prof. Kristy Muir, CEO, The Centre for Social Impact
- Dr Tim Reddel, Group Manager, Policy Office, Department of Social Services



Judy Barraclough



Sarah Davies



Carolyn Hewson



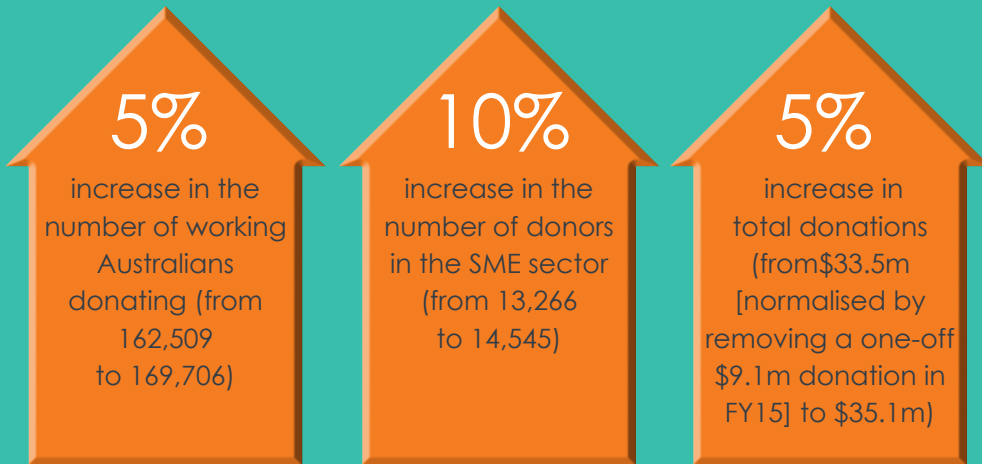
Prof. Kristy Muir



Dr Tim Reddel

WORKPLACE GIVING CONTINUES TO GROW

It's encouraging to see from the Australian Taxation Office FY16 data that WPG continues to grow:



Editors notes:

To allow effective year-on-year comparison of WPG growth, ACF removed a large one-off donation from ATO FY15 data.

With employer matching of post-tax payroll donations, ACF conservatively estimates the financial contributions to charity to be in the range of \$76M per annum in FY16.

The value of WPG is substantially more when components that complement payroll donations are taken into account, such as workplace fundraising, volunteering and in-kind support.

IN THE NEWS

As momentum for Workplace Giving builds, there is increasing interest from a broad range of media. Below is just some of the coverage that has appeared in the last few months.

The Australian
THE AUSTRALIAN BUSINESS REVIEW
 NEWS COMMON INTERESTS NATIONAL AFFAIRS SPORT LIFE TECH ARTS TRAVEL HERITAGE MEDIA PROPERTY
Charity begins at work for new breed of philanthropic firms
 Richard Murray and Jenny Geddes. Picture: Stuart McEvoy.
 Damon Kinney, *The Australian* 12:00AM October 9, 2017
 Damon Kinney

[CLICK HERE TO VIEW](#)

Fundraising & Philanthropy
F&P
EVENTRAISE 2018
WORKING AUSTRALIANS EMBRACING SMART DONATIONS
 NOVEMBER 13, 2017
 Don't discount workplace giving as a form of fundraising. According to Catherine Gibson, Senior Marketing Manager at The Australian Charities Fund, there is much to be gained from forming such partnerships with corporates.
 Imagine a fundraising channel that offers years of regular, reliable, untied donations. To those working at the competitive forefront of fundraising this may sound like an unsustainable dream, but the good news is that it does exist in the form of workplace giving, and it is on the rise in Australia.
 At a time when fewer people are making donations than they were a decade ago, workplace giving is bucking the trend. Recent Australian Taxation Office data shows that not only are more people giving in this way, but the total amount being donated has increased over time. There are now nearly 170,000 employees at 16,000 companies who are donating to charity through their workplace.
 Students from The Song Room singing at the Workplace Giving Awards, hosted by The Australian Charities Fund.
EVENTRAISE 2018
 RAISE MORE FROM YOUR FUNDRAISING EVENTS
 Super early bird discount: NOVEMBER 13 & 14 ONLY! Save up to \$499!
 Register now!
EVENTRAISE 2018
 RAISE MORE FROM YOUR FUNDRAISING EVENTS
 Super early bird discount: NOVEMBER 13 & 14 ONLY! Save up to \$499!
 Register now!

[CLICK HERE TO VIEW](#)

Human Resources Monthly
HRM
 FEATURED PROFILES OPINION LEGAL SPECIALIST STRATEGIC HR RECRUITMENT HRM TV AMBLOG
Workplace giving: How to get employees motivated
 Topics: CHARITIES, ENGAGEMENT, WORKPLACE CULTURE, WORKPLACE DIVERSITY
 Giving programs have a positive impact on workplace culture and...
 Their spirit every year as get others to give to charity provides a sense of...
 By Amanda Woodard and Jessica Madditt
 Written on October 27, 2017


[CLICK HERE TO VIEW](#)

PRObono
 NEWS Jobs Volunteer Guide To Giving Source Events Educate
 Politics Leadership Finance Grants Co...
Workplace Giving Strikes A Chord With National Charity
 The winner of the Most Innovative Charity/Employer Partnership at the Workplace Giving Awards says a strong alignment of culture and values is the secret to a strong corporate partnership.
 Monday, 6th November 2017
 at 4:45 pm
 Wendy Williams, *Australian*
 Caroline Abershrod, CEO of The Song Room, told Pro Bono News the value of the partnership was "enormous".
 "Corporate support and philanthropy..."

[CLICK HERE TO VIEW](#)

REPORTING TOOL DRIVING HEALTHY COMPETITION

Employers are embracing the free online Reporting Tool which enables them to benchmark the progress of their WPG program against similar organisations. As we hit print on this report, there are 228 organisations using the Tool and the average rate of employee participation in their WPG is 25% (compared to national average of less than 5%). We encourage all employers to utilise the Tool to understand where their program is positioned and feel motivated to achieve even more for the community.

CLICK HERE TO VIEW  **Compare your program now – it's quick and easy.**

REPORTING TOOL LEADERBOARD

We would like to congratulate the top performing* employers currently registered on the Reporting Tool:

Q	Organisation	Employees
1	Greenill & Co. Australia	20-199
1	Kain Lawyers	20-199
1	Pacific Equity Partners	20-199
1	JB Hi-Fi Limited	1,000+
1	Bain & Company	200-999
1	SEEK Limited	200-999
1	GMHBA Health Insurance & Care Company	200-999
1	The Myer Family Company	20-199
1	Collins Foods Group	1,000+
1	Starbucks	20-999
1	PETstock	20-999

*Based on highest percentage of staff participation in WPG program.


FREE RESOURCES TO GET YOUR WORKPLACE GIVING!

You can find a wealth of WPG information, including step-by-step guides, best practice case studies, video and inspiring ideas – it's all free!

 ONE MILLION DONORS  **CLICK HERE TO LEARN MORE**

 THE AUSTRALIAN CHARITIES FUND  **CLICK HERE TO LEARN MORE**

Reporting Tool: This online tool is the only place employers can get a clear view on how their program is tracking against industry standard.

Reporting Tool  **CLICK HERE TO VIEW**

Supporter Mark: Available to Employers and Charities who actively participate in Workplace Giving. Show the world you embrace this efficient and ethical way of supporting charity. Apply now.

 WORKPLACE GIVING CHARITY  WORKPLACE GIVING EMPLOYER  **CLICK HERE TO APPLY**

The Australian Charities Fund thanks its partners for their support

THE EMPLOYER LEADERSHIP GROUP



EMPLOYER PARTNERS & ASSOCIATES



INDUSTRY COLLABORATION

Now in its fourth 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:



THE CHARITY TASK FORCE



Connect with us...



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



Learn about and join the campaign to reach One Million Donors.



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



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 the suite of inspirational WPG videos.



The Australian Charities Fund team sends its warmest best wishes for a wonderful festive season.

Thank you for your support during 2017 and we look forward to working with you again in the New Year.

