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| <h3>What is 1 Million Donors?</h3> | <p>A network of employers with a shared passion for social impact through payroll giving.</p> <p>This network is convened by Workplace Giving Australia, which provides a comprehensive set of resources to help grow your workplace giving program and connect you with success stories from other organisations.</p> |
| <h3>Why is this needed?</h3>       | <p>Charities greatly benefit from reliable income that does not incur the costs of traditional fundraising.<sup>[1]</sup></p> <p>Demand for charities' services has grown while their fundraising has shrunk. This is especially true during challenging times.</p>  |
| <h3>What are the benefits?</h3>    | <p>Surveys show more positive attitudes and higher engagement from employees in companies with workplace giving programs.<sup>[2]</sup></p> <p>Employee engagement drives business success and reduces turnover. This can lead to millions in savings.<sup>[2]</sup></p>   |

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| <h3>Why Join?</h3> <p>Gain access to many FREE resources:</p> <ul style="list-style-type: none"> <li>• Launch strategies</li> <li>• Comms assets</li> <li>• Illustrative case studies</li> <li>• Much more!</li> </ul> <p>Compare your organisation.</p> <p>Learn from leading companies about how they grew their programs.</p> | <h3>How do I join?</h3> <p>Visit:<br/><a href="http://www.1MDonors.org.au">www.1MDonors.org.au</a></p> <p>or</p> <p>Scan the QR code!</p> <p>Yes, it's free!</p> |  |
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### Quick Facts About 1MDonors.org.au<sup>[3]</sup>

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| <p>193 Employers</p>  | <p>Average 21% Participation</p>  | <p>78,000 Payroll Givers Represented</p>  |
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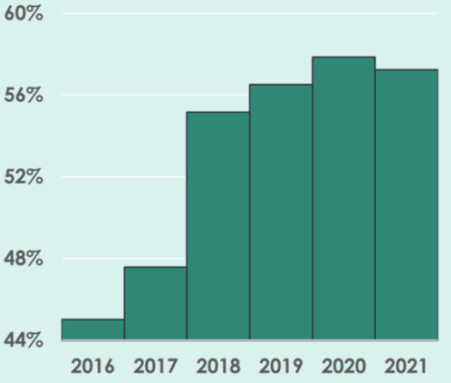
### The Leaderboard<sup>[3]</sup>

1 Million Donors members can input data to see how they stack up. We maintain a leaderboard which is periodically used for promo material.

The employers in the top quartile for employee participation rate are shown below. They range from 27% - 100% employee workplace giving participation.

These companies have grown their participation rates by an average of 12% since 2016, as seen to the right:

#### Top Employers' Average WPG Participation Rate<sup>[3]</sup>



| Year | Participation Rate (%) |
|------|------------------------|
| 2016 | 44%                    |
| 2017 | 48%                    |
| 2018 | 56%                    |
| 2019 | 58%                    |
| 2020 | 62%                    |
| 2021 | 60%                    |



[1] Browne and Whitbourn, 2013: Charities' fund-raising costs swallow millions in donations, The Sydney Morning Herald  
 [2] Workplace Giving Australia, 2018: JB Hi-Fi Business Benefits Research: Staff Giving Stay Longer  
 [3] Based on 1MDonors.org data as of 21 June 2021 - organisations with less than 20 employees excluded

