



## **MEDIA RELEASE**

Wednesday 1 June 2016

### **New online reporting tool allows employers to track the success of their workplace giving programs**

- **Leading businesses and charities unite to support One Million Donors**
- **Critical step in the One Million Donors campaign – new innovative online reporting tool allowing employers to benchmark the success of their giving programs**
- **JB Hi-Fi hits \$10 million in its workplace giving program “Helping Hands”**
- **Since 2002, workplace giving has raised over \$250 million for charity**
- **Research proves young Australians are motivated by a genuine desire to make a difference and they seek out employers with active giving programs**
- **Now in its third year, One Million Donors is supported by a group of high profile Australian businesses, charities and leading community organisations**

An innovative online reporting tool which allows employers to get more from their workplace giving programs and benchmark their success has launched today. Part of the One Million Donors campaign to see one million Australians giving through the workplace by 2020, the tool is an important advancement for corporate philanthropy.

The availability of the new reporting tool marks the start of the June Workplace Giving Month and was launched by Richard Murray, CEO of JB Hi-Fi, Dr Lisa O'Brien CEO of The Smith Family and Jenny Geddes, CEO of The Australian Charities Fund (ACF); the leading workplace giving organisation spearheading the One Million Donors campaign.

Mr Murray said: “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.

“This is a huge step forward for employers who want to immediately see how staff are contributing and to measure the collective social impact effort of employee giving.

“June is also significant for JB Hi-Fi reaching \$10 million in donations through its workplace giving program, Helping Hands,” Mr Murray said.

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.

“I urge business leaders to get behind One Million Donors and help their employees donate to charity in the most cost effective and efficient way,” she said.

Mr Murray added: "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.

"By registering on the site, employers can learn everything there is to know about workplace giving. The free reporting tool is an excellent way to understand how your business is tracking in this area against others," he said.

Australian Charities Fund CEO Jenny Geddes said: "Workplace giving is a win-win for businesses, employees and charities alike with working Australians able to make small, regular donations to charity from their pay.

"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<sup>1</sup>," said Ms Geddes.

This year's Workplace Giving Month follows recent 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 seeking employers who enable their passion for the community.

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:



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<sup>1</sup> Calculated by applying ACF modelling to FY2014 Australian Taxation Office data where, on average, each of Australia's 156,000 workplace giving donors gave \$202 through pre-tax salary donations plus employer donation matching.

## Resources Available on One Million Donors

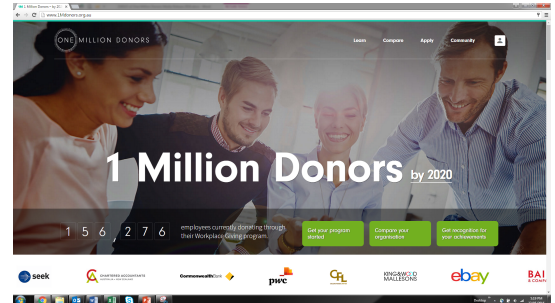
[www.1Mdonors.org.au](http://www.1Mdonors.org.au)

### 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.

### SUPPORTER MARK - CREATE AWARENESS

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.



### AWARDS - DRIVE EXCELLENCE

The One Million Donors site encourages participation in the following industry awards:

- Best Program Overall
- Best Launch or Refresh (small & large employer categories)
- Best Public Sector Program
- Most Inspiring Business Leader (individual) – as nominated by a charity
- Most Innovative Employer / Charity Partnership

For more information on the One Million Donors campaign visit [www.1MDonors.org.au](http://www.1MDonors.org.au)

You can also see power of workplace giving at JB Hi-Fi by watching the following video: <https://youtu.be/ZP6mGJHcag4>

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## EMPLOYER LEADERSHIP GROUP MEMBERS

Chaired by Richard Murray, CEO of JB Hi-Fi, this group of committed business leaders has invested in One Million Donors knowing that workplace giving offers huge potential return-on-investment for community. Each organisation champions workplace giving and One Million Donors throughout their own operation and across their networks.



## CHARITY TASK FORCE MEMBERS

Chaired by Dr Lisa O'Brien, CEO of The Smith Family, the Charity Task Force is a group of Australia's most innovative charities who are investing in workplace giving to build their capacity to even greater levels. The group appreciates the low cost and high yield potential of establishing meaningful partnerships with employers.



## About the Industry Partners

### **Australian Charities Fund**

The Australian Charities Fund (ACF) is a not-for-profit social enterprise and the architect, driver and thought leader of workplace giving in Australia. ACF advises employers on how to develop best practice giving programs. ACF advocates for workplace giving as the most effective way for working Australians to support charity and, in partnership with the industry, has a mission to see one million Australians giving through the workplace by 2020.

### **Benojo**

Benojo has developed a one stop online social marketplace serving both the charitable and corporate sectors. Aimed at providing a single solution to partnerships their platform provides online fundraising, payroll giving, ticketing, donations and volunteering management with an ability to capture and report outcomes. As the marketplace becomes more complex Benojo has sought to make giving easy and ensure that charities and their beneficiaries receive the maximum amount of support at the lowest cost.

### **Catalyser**

Catalyser is a start-up social enterprise providing consulting and innovative technology solutions to help companies maximise the social impact of their corporate social responsibility activities. Catalyser provides a customised software platform to increase employee engagement with different forms of workplace giving, including donations, crowdfunding and sponsorship to charity, in a way that is unique to each company. Catalyser does not take commission from donations.

### **GiveNow**

GiveNow is Australia's favourite, most intuitive and only commission-free online donation platform. An initiative of Our Community, GiveNow is designed to inspire and transform giving in Australia. With over 3,500 organisations, we have managed to help raise over \$60 million in online donations. Our mission is to help all Australian organisations, regardless of location, size or budget, use cutting edge technology to better connect with the public in the most cost and time efficient manner.

### **Giving West**

Giving West's purpose is to promote and support the giving of time, treasure and talent, and raises awareness of charitable purposes. We connect through giving networks, educate by sharing knowledge and best practice, and promote good giving and good impact stories to inspire others. We provide local connections and knowledge on effective structured giving, and encourage and facilitate greater sector collaboration to address existing and emerging community issues.

### **LBG Australia & New Zealand**

LBG's measurement framework is the global standard for measuring and benchmarking corporate community investment. The model enables companies to consistently manage, measure and benchmark their contributions, helping them to strategically progress their community programs. The network of companies using LBG provides a platform to share experience, best practice and new ideas. It allows companies to measure, innovate and then lead in community investment.

**Philanthropy Australia**

Philanthropy Australia is the national peak body for philanthropy and is a not-for-profit membership organisation. We are a growing movement of people and organisations who believe in the importance of giving and are proud to leverage their wealth and influence to create social change. Our membership consists of approximately 800 trusts, foundations, organisations, families, individual donors, professional advisers, intermediaries and not-for-profit organisations. Our purpose is to serve the philanthropic community to achieve more and better philanthropy. We do that by serving, representing and partnering with our members to advance philanthropy.

**United Way Australia**

For more than 125 years, United Way has improved lives and strengthened communities around the world. Globally we partner with 70,000 companies because we believe that business has a fundamental role to play in developing thriving communities. In Australia we work in and with 35 communities to improve education and employment for children and families experiencing disadvantage. We pride ourselves on offering our corporate partners diverse ways to contribute to real and lasting change, through employee volunteering and giving. Not only do our corporate partners have access to our workplace giving technology platform, they also benefit from global best practice advice and support to implement and roll out engaging employee campaigns.