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2016 WORKPLACE GIVING EXCELLENCE AWARDS

CELEBRATING THE MOST
OUTSTANDING WORKPLACE GIVING
PROGRAMS IN AUSTRALIA.



THE AUSTRALIAN
CHARITIES FUND

Message from The Australian Charities Fund



The Australian Charities Fund (ACF) was delighted with the interest and applications received in the 2016 Workplace Giving Excellence Awards; a program to celebrate and recognise the generosity of working Australians. We were very encouraged that such an esteemed group of organisations entered the Awards. In doing so, they are celebrating their own Workplace Giving success, which will undoubtedly inspire more employers and their staff to get involved in this cost effective and efficient form of giving.

The power of Workplace Giving lies in its collective impact and it is a true collaboration across all levels of an organisation.

The entries were evaluated by a distinguished panel of judges with considerable experience across corporate, philanthropic, government, community and academic sectors. On behalf of the sector, ACF would like to sincerely thank the following panel members:

- Sarah Davies, CEO of Philanthropy Australia
- Lin Hatfield Dodds, Deputy Secretary, Social Policy, Department of the Prime Minister and Cabinet
- Carolyn Hewson, Director of BHP Billiton Ltd. and BHP Billiton Plc
- Dr Lisa O'Brien, CEO of The Smith Family
- Dr Andrew Young, CEO of The Centre for Social Impact

The Awards are an important component of the One Million Donors campaign to see a million working Australians giving through the workplace by 2020. Launched by Prime Minister Turnbull in 2014, the campaign is now in its third year and is supported by leading employers, charities and community organisations.

Jenny Geddes
CEO
The Australian Charities Fund

Staff Drive WPG to New Heights at BDO



Accounting and advisory service organisation, BDO, gave their Workplace Giving strategy a boost by enabling staff to drive the program's direction.

They had informally launched a WPG program in June 2015 that built on the relationship with the company's existing charity partner, the QUT Learning Potential Fund. Staff were given the option to donate a one-off payment or ongoing fortnightly donations. This approach complemented an existing culture of staff giving by adding some structure and the added ability to donate via payroll.

The following year the program was reinvigorated by expanding the number of beneficiaries, with staff input central to the selection process. This led to the addition of AEIOU Foundation, Black Dog Institute, and Micah Projects in continuance with the QUT Learning Potential Fund. A WPG Steering Committee was created to guide the program, with representation from all areas of the firm across a variety of levels. A formal strategy document was also created with a focus on key milestones, performance indicators and maximising the relationship with the chosen charities through volunteering opportunities and donating skilled time, as well as the financial donations.

From the judges:
"This program has done very well for a first year operation!"

BDO increased participation by communicating with staff via email, social media, intranet, posters, staff meetings, staff presentations and even personalised hand delivered letters. Charities were invited to present at 'lunch and learn sessions' and free dress days were held to further increase awareness of the program.

An internal BGenerous Annual Award was created to recognise an individual and/or team for their WPG and charitable activities, with the prize money donated to a charity of the winner's choice.

The refresh resulted in a significant increase in staff giving. Participation jumped from 3% to 9% of the 460 employees immediately after the three new charities were added. Staff engagement also increased from 58% in October 2014 to 70% in April 2016, with staff feedback crediting the WPG program as a positive part of the company culture.

Macquarie Telecom Increases Giving by Appealing to Emotion



Macquarie Telecom's Workplace Giving refresh increased giving through a creative campaign that reminded team members that they could give the 'Gift of Reading' to children in need by donating through the program.

United Way Australia, a not for profit social purpose organisation that helps children and young people in Australia, provided data that showed the telecommunications company that engagement in its Workplace Giving program was dwindling and could do with a refresh. The organisations worked closely together to produce a two-week communications plan to re-invigorate Workplace Giving in a way that was consistent with Macquarie's office culture and environment. United Way produced a 'campaign in a box' including posters, email templates and personalised letters.

A champion was selected to lead the promotion in each office and a big barometer was placed in the head office to monitor progress. Photos of children were added to the barometer when donations were made.

During the campaign, a United Way team member spoke at a staff meeting, sharing a compelling story about the future for a child supported by Workplace Giving. To inspire staff, and to allow them to see first-hand one aspect of United Way's work, each Macquarie Telecom team member was given a gift of a children's book wrapped in a poem; a call-to-action to join the Workplace Giving program was included. Thank you emails and personalised cards were sent to donors. Finally, Macquarie Telecom offered to match one month's donation to further incentivise staff.

The campaign resulted in a 29% increase in donations and the company now has 35% of its 350 strong workforce signed on. With the extra funding generated through the campaign, United Way is able to support 18 additional children with books and learning resources to prepare them for a lifetime of success.

From the judges:
"The refresh campaign showed thoughtful planning and creative execution, as well as strong collaboration with its WPG partner."

Atlassian Streamlines Program for Success



Tech company Atlassian achieved an impressive increase in employee participation from the refresh of their WPG program, which grew from 2% to 39% of their workforce in just 12 months.

The key principles applied to the WPG program refresh reflect the company's lean start-up culture. Firstly, the program was streamlined by directing all Workplace Giving donations to a single charity, Room to Read, whose work focuses on girls' education in Cambodia. Next it was aligned to the company's new community investment strategy that committed to sponsoring the education of one Cambodian girl for every Atlassian employee. Through the WPG program, employees were challenged to match the Foundation's support (a reverse play on traditional donation matching) by sponsoring a second girl's education. Thirdly, the sign-up process was simplified from eight open-entry fields to a single click.

Lastly, Atlassian added an extra nudge - in line with a tradition of branded giveaways that is strongly embedded in the tech industry, they offered a limited edition hoodie to the first 100 staff to sign up. This simple, inexpensive incentive achieved the desired results, prompting 100 sign ups in 43 minutes.

From the judges:
"Atlassian has done an excellent job - a very innovative, re-invigorated program."

As part of the refresh, Atlassian engaged Room to Read to provide employees with regular communications from the field that showed the impact and outcome of their donations, achieving greater employee engagement with the beneficiary organisation and the charitable cause.

The program's success was measured in the outcomes for the girls it supported, with 98% advancing one or more grades in a calendar year and 71% of those who graduated have gone on to further education.

ASIC's Diverse Program Offers Inspiration to the Public Sector



The Australian Securities and Investments Commission's (ASIC) WPG program – part of ASIC in the Community – offers employees a regular giving program that is easy to participate in and involves a range of ways to contribute including skilled and unskilled volunteering, fundraising events and one-off appeals.

ASIC employees donated a total of \$101,659 through Workplace Giving in the last financial year, which was distributed to 40 different registered charities. ASIC's annual graduate intake undertakes specific fundraising projects for key charities with great success. So far this year, graduates have raised over \$12,500 for the Indigenous Literacy Foundation of Australia.

In 2015, ASIC updated their program by introducing a key partner strategy to focus fundraising and advocacy efforts on education, people at risk and domestic violence. The focus charities selected were The Smith Family, StreetSmart Australia and White Ribbon Australia. At the end of fourth quarter 2016, these key partners had received over \$30,000 in donations. It's worth noting that all donations made through ASIC's WPG are personal; as a government agency, ASIC is unable to provide matched giving.

From the judges:
“ASIC should be commended for its commitment and may be a strong example for other public sector agencies to follow.”

ASIC stands out amongst government agencies for its leadership in Workplace Giving. It has demonstrated strong commitment to WPG, achieving endorsement from the senior executive group and dedicating a full-time role, the ASIC in the Community Manager, to the program. The Community Manager's work has seen a slow but steady increase in program participation. The current participation rate is 9% of the ASIC workforce of 1,800 staff, up from 8% last year. The program aims to increase participation to 10% by the third quarter of 2016-2017.

Keynote speakers regularly present at staff events to showcase the program and demonstrate its impact. The benefits of the ASIC in the Community program have flowed back through to the organisation as a whole in the form of increased employee engagement and improved connections between colleagues and teams.

Superheroes Storm JB Hi-Fi Stores to Support Kids with Cancer



The ‘Be a Superhero for Kids with Cancer’ campaign was implemented by Redkite, which provides support to children and young people with cancer. The campaign builds upon its Workplace Giving partnership with JB Hi-Fi, Australia’s largest electronics and entertainment retailer.

In addition to providing much needed funding for the charity, the campaign was designed to deepen JB Hi-Fi staff engagement with Redkite’s cause. The national footprint of JB Hi-Fi’s stores provided an ideal platform to increase brand awareness for Redkite and also promote JB Hi-Fi’s commitment to the community.

JB Hi-Fi ran a staff competition to design superhero-themed post cards, which were then sold nationally across its stores, with all proceeds going to Redkite. At its area manager’s conference, the JB Hi-Fi exec team kicked off the campaign, dressing up in capes and masks. A leadership ‘champion’ in each State was nominated to drive the project.

Redkite distributed the campaign materials to all 180 stores across the country, phoning each to confirm delivery and to thank them in advance for their support. The superhero theme was brought to life in-store with teams dressing up and designing their own posters, creating a fun atmosphere that promoted interactions between staff and customers.

To maintain momentum once the campaign was live, JB Hi-Fi used its social media platform Yammer to share information and photos within the national team, and in true JB style, to drive competition between stores. The strong level of company-wide support saw the 45,000 cards sell out in only three weeks, well before the expected campaign close date, with some stores selling laminated copies as customers were so keen to participate.

The Superhero card campaign generated \$107,000, enabling Redkite to support 42 young people facing cancer with financial, emotional and practical assistance. The funds were specifically tied to helping teenagers and young people, as this resonated strongly with the demographic of the JB Hi-Fi team – young people helping young people.

The Superhero campaign is part of a six year old partnership between JB Hi-Fi and Redkite, which has raised over \$1 million to date.

From the judges:
“This innovative campaign successfully engaged JB Hi-Fi staff at all levels, greatly increasing the value of support to Redkite.”

Stewart House Celebrate 38 Years of Partnership



The NSW Department of Education and Stewart House have enjoyed more than 38 years in partnership, raising funds for children in need to attend a free 12-day stay at a beachside facility, with health and wellbeing screening, treatment and educational programs.

The organisations work together to deliver communications that maintain interest in the program. The NSW Department of Education shares details via its intranet, includes messages on payslips and even funds tickets to Stewart House events, such as their Gala Ball, for the highest donors as a thank you. Stewart House host an Annual Presentation Ceremony where significant donors are recognised and schools are awarded designations based on their overall and per capita donation levels, which include aggregated staff contributions.

The partnership is one of the longest-running WPG schemes with a Government Department and innovation has been key to its longevity.

By 2010, Stewart House were receiving \$865,000 annual income from the scheme, but nearly half of their 7,000 donors were at retirement age. Realising they needed to evolve the program to appeal to younger teachers they consulted research on motivating millennial donors. Based on this they hired School Liaison Officers who visit public schools throughout NSW to present at staff meetings. These Liaison Officers must be teachers who have engaged with the Stewart House program in order for potential donors to recognise the organisation's worth. This face-to-face interaction, combined with endorsement from peers, has proven an effective approach for getting staff to sign up on the spot.

From the judges:
*“This is a
longstanding and
highly valuable
partnership
generating over
\$2m per annum for
Stewart House.”*

The donation process initially concentrated on a captive audience of permanently appointed teachers. As the workforce has changed to involve more casual teachers, Stewart House made adjustments to include direct deposit and credit card payments for those who are unable to sign up for deduction from the Department's permanent payroll processing.

As well as being one of the longest, the partnership is also one of the most successful – 19% of the Education Department's permanent workforce of 12,000 employees support the program which now raises a truly impressive \$2 million per year.

'Helping Hands' at the Centre of JB Hi-Fi Culture



JB Hi-Fi's Helping Hands Workplace Giving program has a strong focus on participation – the more staff involved, the greater the impact the organisation can collectively make in the community. The workforce has gotten right behind the program with over 70% choosing to contribute.

Helping Hands is an opt in program with Workplace Giving team donations matched dollar for dollar by JB, with funds directed to nine charities representing a range of cause areas. Staff can choose which charity or charities to support, or split their donation equally across the partners.

In addition to the regular donations, JB Hi-Fi has run two highly creative promotions in partnership with two of their charity partners, The Song Room and Redkite.

Since its inception in 2011, the PlayAir Campaign, in conjunction with The Song Room, has raised over \$500K, helping to put real instruments in the hands of disadvantaged children by the sale of 'air instruments' through JB stores. The Redkite Superhero Campaign was launched in 2016 with the sale of Superhero Post Cards in store, and raised over \$100K to assist young people and their families during their cancer journey. These post cards were designed by JB staff specifically for the campaign. Both of these innovative programs were embraced by the JB team with dress up days, bake offs and plenty of friendly competition between the stores. Both events were well publicised across social media channels, such as Yammer, and the dedicated JB Hi-Fi Helping Hands Facebook page.

JB Hi-Fi's executive team is very committed to the program, and actively promote Workplace Giving to the broader business community and work with other business leaders to bring WPG to their organisations.

The Helping Hands program features prominently in JB Hi-Fi's communications and is seen by employees as a key part of the 'JB DNA'. The program is highlighted in the annual Workplace Giving Month, during which JB Hi-Fi donates an extra \$100 for every store or support office team that reaches 100% participation.

Employee participation has improved steadily since Helping Hands launched in 2008, to a record all time high of 72% this September and in 2016 the program reached the impressive milestone of \$10 million in donations to charity.

From the judges:
"JB HiFi's program ticks all the boxes, and its participation rate is outstanding for a large employer."

NOTES

The 2016 Workplace Giving Excellence Awards are a key component of the One Million Donors campaign to see one million Australians giving through the workplace by 2020.

More information: 1MDonors.org.au

WE WOULD LIKE TO THANK THESE ORGANISATIONS FOR THEIR SUPPORT:

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