

How to Identify Valuable Workplace Giving Partners

A free resource for charities

WHY?

Taking the time early in discussions with an employer to evaluate whether they are a good fit for your charity will ensure you invest your resource only in those relationships likely to give you a good return.

By ensuring you partner with those who have aligned goals and expectations will mean you create a relationship that delivers mutual benefit over the long-term.

Key points to consider when assessing potential relationships:

- Do the employer's values and your charity's values align?
- Does the employer have a clear objective for establishing a program?
- Is there leadership support?
- Does the employer's demographics align with your charity?

EXAMPLE QUESTIONS

Use the questions below to help you assess whether the employer are the right fit for a Workplace Giving partnership:

- How did you hear about our organisation?
- Are there any aspects of our work that interest you the most?
- What is your organisation's core business?
 - **Insight:** A Workplace Giving (WPG) program can allow an employer to promote social causes (and charities) relevant to their business strategy and/or values. Explore alignment between what the employer does and the programs/services you provide. E.g. a manufacturer wanting to demonstrate their concern for the environment might partner with charities focussed on sustainability.
- What is your business hoping to achieve by developing a WPG program for staff?
 - **Insight:** By establishing a WPG program, and involving employees in the design, delivery and outcomes, an employer has the opportunity to build staff engagement, attract and retain talent and enhance their reputation.

- Who is driving this initiative within your organisation? E.g. CEO, HR, Marketing
 - **Insight:** ACF research shows that employees want to know and hear that their CEO and senior leaders have 'skin in the game'. The program is much more likely to be successful if the program has executive endorsement, a budget and resources allocated to it. Employees are more likely to support the program if they believe their employer is serious about supporting the community.
- What are your organisation's values?
- What community involvement currently exists within your organisation? E.g. do you make corporate donations, hold workplace fundraising events, do your employees participate in volunteering activities during work hours, etc.?
- What are your workforce demographics? How many employees do you have? Where are they located? Are they full-time, part-time, casual? What's the male/female ratio?
 - **Insights:** The size of the employer and where their operations are based might influence their decision about the charities they support. Demographic data might be relevant, e.g. if the business has a predominantly young workforce, they might want to support charities relevant to education or youth at risk.

'BIG PICTURE' WORKPLACE GIVING

Explain that your charity encourages a holistic approach to giving through the workplace, with pre-tax (Workplace) Giving as a foundation for any corporate partnership because of the mutual benefits:

- Employers enjoy greater staff engagement, retention, productivity, reputation and social impact.
- Employees give in a smarter way and build a sense of pride in their employer
- Charities get low-cost, regular funds, access to skills and strong partnerships.

Also expand on how the business and its employees can get involved in complementary forms of giving through the workplace, e.g., employer donation matching, volunteering, sharing skill/expertise, workplace fundraising.

WHERE TO NEXT?

If both parties are keen to continue discussions, arrange a time to meet with the employer to share more information about your charity and how you can develop a strong WPG partnership with them.