

WORKPLACE GIVING STATUS AND POTENTIAL FOR GROWTH

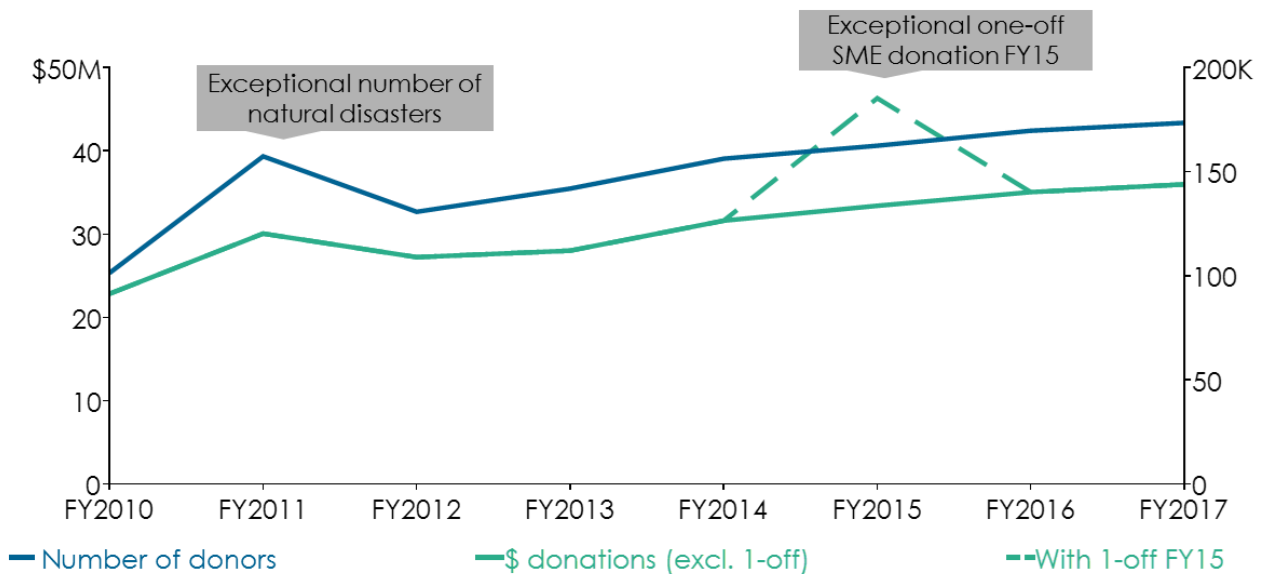
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While giving at work continues to grow across Australia, there is massive untapped potential - 3.4 million working Australians at 4,000 employers have access to workplace giving, but are not donating.

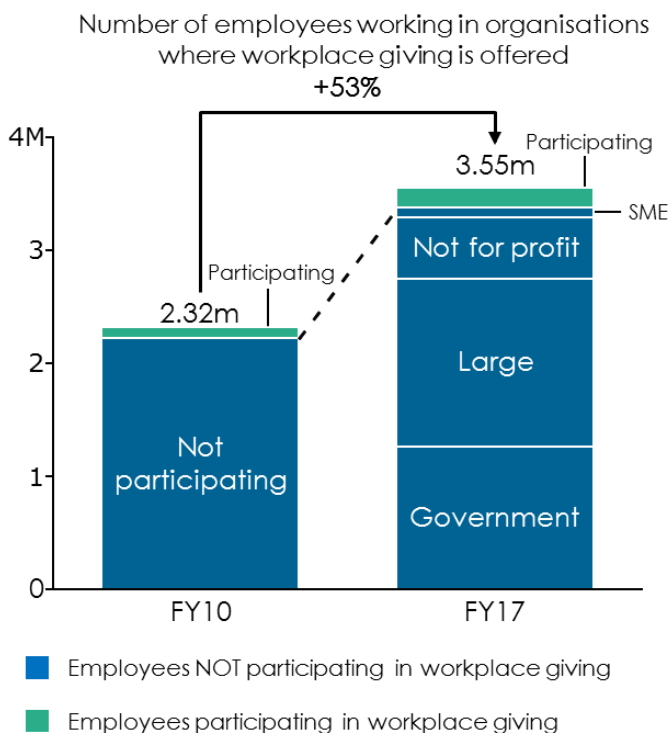
The average participation rate at companies signed up to 'One Million Donors' is five times the national average. This proves that when businesses make giving a priority, it thrives. The keys to success are leaders showing leadership, alignment to business purpose and harnessing the power of donation matching.

THE DATA

Amounts donated and number of donors have been **trending up** since 2009¹



But the **average participation rate** is stagnant at less than **5%**



There is **huge potential!**
3.4 million working Australians at 4,000 employers **have access** but are not giving.

Note: 'large business' >199 employees, 'SME' 1-199 employees
 Source: ATO Workplace Giving (2017), ABS 81650 'Counts of Australian Businesses' (2017)

THE RESEARCH

Millennials are calling out for workplace giving programs – they want their employer to offer ways for them to get involved with something bigger.²

Employees at companies with a successful program are **more engaged and stay longer** with their employer – delivering bottom line cost savings.³

For over 75% of donors, their total giving increased after joining their employer's program. **Workplace giving provides new money for the community sector** - it doesn't replace other forms of giving.⁴

THE IMPACT

Since 2009 workplace giving and employer matching have contributed **more than \$500m in cumulative funding** to charities.⁵

Full potential for workplace giving in Australia is ~ 70% participation. It has the **potential to generate over \$1.5Bn per annum** of low cost, secure, annuity, untied funding for the charitable sector (over \$2Bn with matching).⁶

FIVE THINGS YOUR ORGANISATION CAN DO TO INCREASE WORKPLACE GIVING:

- 1 CEO and senior leaders drive from the top.
- 2 Maximise impact by supporting a limited number of charities, ideally ones aligned with your business purpose.
- 3 Communicate collective and cumulative impact.
- 4 Offer donation matching.
- 5 Use “opt-out” for new employees – listen to Professor Dan Ariely's TED talk about why opt out works.⁷

1. When Bain and Co and Workplace Giving Australia (WGA) started annual analysis of ATO data.
2. McCrindle and Deloitte research and 2016 WGA paper supported by SEEK and Social Impact Hub.
3. WGA and Social Impact Hub 2017/18 research into business benefits of workplace giving (WPG) at JB Hi-Fi and WGA 2013 “Engagement: Recognising the value of workplace giving” research
4. WGA 2013 “Engagement: Recognising the value of workplace giving” research
5. WGA estimates based on ATO data and employer matching data.
6. 70% of 12M working Australians is 8.4M x average WPG employee donation amount \$200p.a. = 1.68 Bn
7. <https://www.youtube.com/watch?v=9X68dm92HVI>