

# GOOD2GIVE GOOD4BUSINESS

Why more business  
leaders are using  
Good2Give  
in their employee  
engagement strategy



# GOOD<sup>2</sup>GIVE GOOD<sup>4</sup>BUSINESS

*“Business leaders are realising it’s good to give and Workplace Giving is a smart way to do it. Workplace Giving is when employees make donations to charities direct from their salary.*

*Businesses have a very important role to play in the community and Workplace Giving is an easy way to show their employees and customers that they care about society. It’s good for your business, your employees and for charities too. It’s a win for the whole community”.*

**Tim Costello**, CEO World Vision Australia



[Find out more](#)



## GOOD4BUSINESS

Employees most committed to their organisations put in 57% more effort on the job — and are 87% less likely to resign than employees who consider themselves disengaged. *PwC - The keys to corporate responsibility employee engagement*

## GOOD4EMPLOYEES

Workplace Giving is an extremely effective way for businesses to drive employee engagement. This, in turn, strengthens the work culture by building a positive, company-wide sense of purpose and community spirit. Highly engaged employees achieve better business outcomes that deliver higher levels of profitability.

## GOOD4CHARITIES

Workplace Giving is a far more cost effective way for charities to raise money than other fundraising activities. Access to regular monthly donations underpins their sustainability and makes planning for the future easier and more certain. Donations can be ongoing, or one-off events like disaster relief and other fundraising appeals.



## Why it works for EMPLOYEES.

Employees and job seekers are eager to join companies that demonstrate a commitment to social missions and community needs.

Employees are the stakeholder group whose encouragement would matter most to CEOs in a decision to expand their company's investment in the community. *Giving in Numbers 2014*

## Why it works for BUSINESS.

The best performing companies know that developing an employee engagement strategy and linking it to the achievement of corporate goals will help them win in the marketplace.

*Gallup Employee Engagement*

## Why it works for COMMUNITIES.

More than 50 percent of the millennial respondents said that a company's involvement in various causes influenced whether or not they accepted a job. *2014 Millennial Impact Report*

Companies can harness the energy of a fulfilled workforce of employees who know they are improving the world. They can build a reputation as a company that goes beyond mission statements and actively makes a difference. *2015 Millennial Impact Report*

# WORKPLACE GIVING

*"I love working for an organisation that supports me in giving to charities that I care about. With Workplace Giving, I feel I'm doing good for someone who needs it and that's important to me."*

**Alisha Mete, Bupa Corporate Responsibility & Sustainability Manager**



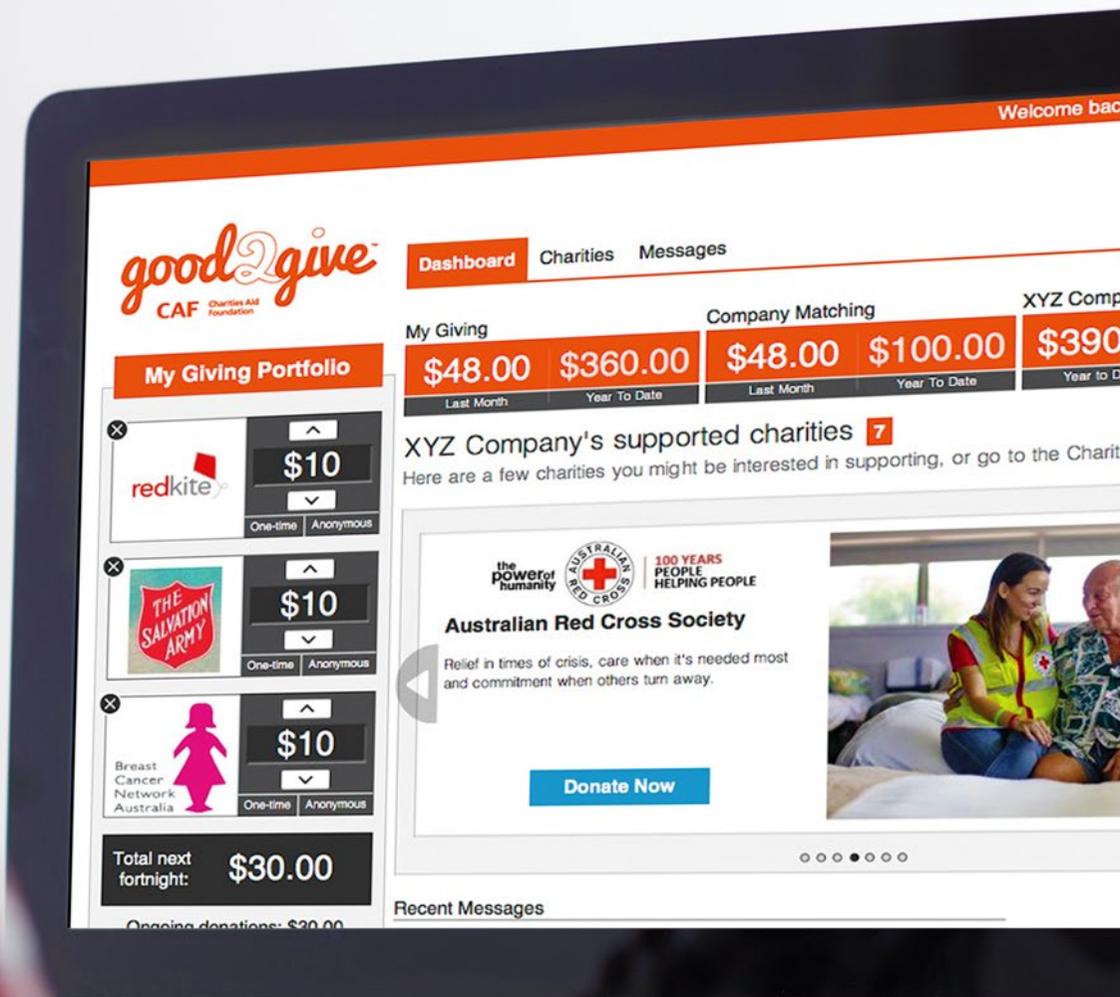
*"People are more engaged and productive when they are part of an organisation that has similar values to their own. Workplace Giving is a great way to make your organisation's values come to life."*

**Mark Reading, PwC Corporate Responsibility Partner**



*"With Workplace Giving, I value being able to select both the firm's charity partners and charities of my choice. It gives us the flexibility to donate to the charities we are most passionate about."*

**Priyanka Vennelakanti, Workplace Giving Donor**



## GOOD2GIVE MAKES IT EASY TO IMPLEMENT AND MANAGE YOUR WORKPLACE GIVING PROGRAM

Workplace Giving is the most efficient way to connect donors, employers and charities and it creates a positive community spirit within a company.

Good2Give is Australia's leading online workplace donation platform.

It's designed to make Workplace Giving easy for donors to connect with the charities they care about and for employers and charities to efficiently manage donations.

Donations can be one-off for special events, disaster relief or ongoing to support a chosen charity.

Donors receive an automatic tax deduction and don't have to retain receipts. They have complete control over their donations and because no credit card or bank details are handed over, Good2Give is the most secure way to give to a charity.



[Find out more](#)



Because Good2Give is a purpose built online donation platform it is easy to implement and manage.

It dove-tails with your payroll process for smooth, trouble free operation. Plus the Good2Give platform uses state-of-the-art security and fully complies with privacy requirements.

## GOOD<sup>4</sup>REPORTING

Good2Give's comprehensive reporting capabilities puts an end to spreadsheets. It has a wide range of real-time reports that can be customised to suit your business.

They can measure and report on the impact and progress of your company's Workplace Giving program, track employee donations as well as know what causes and charities employees care about.



[Find out more](#)



*“The Good2Give platform makes Workplace Giving easy. It gives donors complete control of their donations – no need for credit cards or bank details, and no need to keep tax receipts.”*  
**Elizabeth Still, Bupa Head of Corporate Responsibility & Sustainability ANZ**



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*“Too often we donate money to charities we never hear from again and we have no idea where our money goes. The charities I support through Workplace Giving send me updates on how my donations have been used and I see how our donations have impacted the environment or the lives of people in the community.”*  
**James Vodjdani, Workplace Giving Donor**

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*“The Good2Give platform makes it easy to quickly launch an emergency appeal in response to a natural disaster.”*

**Tim Costello, CEO World Vision Australia**

*“With the Good2Give platform, our people can easily donate to any charity in Australia. PwC matches donations made by our staff members, which substantially increases the impact of their giving.”*

**Mark Reading, PwC Corporate Responsibility Partner**

*“Suncorp Group has a very strong culture of workplace giving and our employees have responded extremely positively to the Good2Give platform. In a few short months since launch we have had hundreds of employees register, connect and support causes they feel passionate about. The online functionality has helped to simplify the administrative process for our Payroll team and provide us with useful reports and graphs to manage and grow the program.”*

**Sascha Coglan, Manager, Suncorp Group Brighter Futures Community Giving Program**

**GOOD<sup>2</sup>GIVE  
GOOD<sup>4</sup>MATCHED GIVING**



[Find out more](#)

# Is your company **GOOD2GIVE?** These are some of the companies who are.

ALLIANCE AIRLINES  
BAKER & MCKENZIE  
BANK OF QUEENSLAND  
BAYER  
BDO  
BENDIGO BANK  
BLACKROCK  
BORONIA CAPITAL  
BP  
BREAST CANCER  
NETWORK AUSTRALIA  
BRISBANE CITY COUNCIL  
BUPA  
CHARTER HALL  
CITY OF PORT PHILLIP  
COUNTRY ROAD  
CUSCAL  
DEUTSCHE BANK  
DIMENSION DATA  
ERNST & YOUNG  
ESPRIT  
HERBERT SMITH  
FREEHILLS  
HOLDEN  
JB WERE  
KONICA MINOLTA  
MEDIBANK  
MIRVAC  
MLC  
NAB  
NRMA  
NSW RURAL FIRE SERVICE  
PWC  
QANTAS  
REALESTATE.COM.AU  
SAP  
SHELL  
STAPLES  
STATE TRANSIT  
AUTHORITY NSW  
STOCKLAND  
SUNCORP  
SYDNEY TRAINS  
SYDNEY WATER  
TELSTRA  
THIESS  
TOYOTA  
UNILEVER  
UNISUPER  
UXC  
VITA GROUP  
VODAFONE  
WAVELENGTH  
WESLEY MISSION  
WYNDHAM



[Find out more](#)



Charities Aid Foundation (CAF) Australia is a not-for-profit organisation dedicated to getting the best results for charities and their donors.

CAF Australia began granting funds in 2001, distributing over \$130 million to more than 4000 charitable organisations.

CAF is committed to facilitating the most effective and efficient ways to connect donors to the causes that matter to them and grant money to where it's most needed.

CAF's services include:

- Workplace Giving
- Community Investment Advisory
- Corporate Foundations
- Corporate Grants Programs

# CAF Charities Aid Foundation

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[Find out more](#)