



Giving back is no longer just a nice thing to do. Modern employees expect to be able to support the charities they love, with your blessing. The good news is that a giving program has community and commercial benefits. Let us explain how.

Community Giving and Corporate Social Responsibility programs let employees demonstrate their community mindedness. When supporting charity is endorsed, staff gain purpose from coming to work and become more engaged, connected and loyal to your business. And we all know that engaged staff create high performing teams, an irresistible culture and deliver better business results. It's a win win.

So how do you establish a robust Community Giving program? GoodCompany has been instrumental in supporting companies to establish impactful programs and our technology solutions underpin success. Below, we share some critical elements that engage staff and increase impact.

## 1. Giving means much more than just workplace giving

GoodCompany incorporates fundraising, donating and volunteering so that your staff can give to charities that they love, in a way that's personal and meaningful.

- **Workplace Giving** involves staff giving one off or regular donations from their pre-tax salary to the charity of their choice. Staff get an immediate tax benefit while charities receive low cost reliable funding.
- **Direct Giving** is sometimes preferred by smaller companies, and GoodCompany also facilitates credit card donations. 100% of all donations are passed directly to charity.
- **Volunteering** gives your staff development opportunities, letting them sharpen their skills and connect with colleagues while working towards a common purpose.
- **Fundraising** empowers staff to rally support for causes they care about, exposing passionate leaders and your brand in the process.

Integrated platforms that facilitate different types of giving enhance program success. Research proves that people who volunteer donate nearly double the amount of money than non-volunteers. By integrating donating, volunteering and fundraising within one platform, you make giving personal, easy and compelling. Staff can choose to give in a way that's meaningful to them.

Importantly, you'll unlock the powerful nexus between volunteering and donating. Imagine if volunteers could donate through your workplace giving program? It would reach new heights and your staff will become more engaged, which benefits both your business and the community.

## Reward staff with the gift of giving

Reward staff with our unique vouchers. For work anniversaries, birthdays, or a job well done for an entire project team, vouchers illustrate your commitment to having a positive impact in the community. They inspire recipients and strengthen the connection your business has to the charities your staff love.

- **Charity Gift Vouchers** let recipients choose the charity that receives the amount you gift them.
- **Volunteer Vouchers** give staff the gift of time to volunteer at a charity of their choice, on you.

## 2. Make it a match and prove that you're in this together

Research shows that employees are twice as likely to participate in workplace giving if their donation is matched. Matching can be capped per donor or overall, and prove you're serious about backing staff to support causes that they care about.

GoodCompany helps you match donations in innovative ways such as **Matched Vouchers** that empower staff to choose the charity recipient of the matched funds. This strengthens their engagement in your culture of giving as they get to give again and again.

## 3. Measure your impact to celebrate and share

GoodCompany makes it easy to measure and report on your collective impact through all forms of giving – volunteering, donating and fundraising – as it's all collated within the platform. External stakeholders and staff alike want to know how you are positively benefitting the community. Celebrate donors and share success stories to engage people in your achievements and inspire others to participate in your culture of giving.

## CHECKLIST

Your program will be on the path to success if you are putting these elements into practice;

|                                                                                                                                                                                                                                                                                                                                                                                                               |  |
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| <p><b>Are your leaders actively and visibly involved?</b><br/>When the CEO and senior leaders are visible and frequent advocates of workplace giving, volunteering and fundraising, it's more likely that others will feel inspired to join in. Leaders need to talk about the program often, sharing stories, reflecting on impact and celebrating success.</p>                                              |  |
| <p><b>Is your program part of your company DNA?</b><br/>Creating a visual presence, branding and name for your giving program is a critical ingredient for success. Publicise the brand through a range of channels so that staff learn about the program no matter when they join the organisation. Include it when on-boarding new staff and communicate about the program regularly to existing staff.</p> |  |
| <p><b>Do you utilise GoodCompany for all your giving activities?</b><br/>Are your staff engaging in fundraisers such as Movember or fun runs? Is volunteering being organised directly with charities? Make certain that all forms of giving are included on the GoodCompany platform so that you can collate, measure and report on your total impact in the community.</p>                                  |  |



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Create your own unique giving program with us.  
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