

## THE AUSTRALIAN CHARITIES FUND NEWSLETTER

### WELCOME TO THE WINTER 2010 ACF UPDATE



#### MESSAGE FROM EDWARD KERR, CEO

The Australian Charities Fund is excited about the response to our [new partnership model](#) about which I wrote to all our employer and community partners in late April.

We set ourselves the task of meeting face to face, during the period of May-August 2010, with senior leaders from all our employer partners and all community organisations that currently receive donations through employee giving programs facilitated by ACF. This involves having 231 face to face meetings!

So far we have had 151 meetings. 94% of the organisations with which we have met have either signed their MOU or provided positive feedback giving us confidence that the vast majority will join the new partnership model. This represents strong sector support for our new strategy.

We have been encouraged by the number of employer partners who have been interested in joining the [Employer Leadership Initiative](#). Members of the Employer Leadership Initiative have demonstrated best practice engaged employee partnerships and are committed to leading the growth of the sector with ACF. We have aimed at having around a dozen members in the founding group and so far 10 employers have agreed to be part of the initiative.

A number of themes have emerged from our meetings with employers and community organisations:

##### KPIs

Many organisations are keen to know how we intend to benchmark the success of our work. We are in the process of preparing a set of KPIs and intend discussing them with a working group of employers and community organisations in order to establish initial objectives and measures. An important element of this will be identifying the key activities that the three partners in this model, being ACF, employers and community organisations, need to be doing in order to make a success of engaged employee giving. More on this shortly.

##### Access to donor names

Many community organisations are challenged by their lack of access to names and contact details of donors who are donating through employee giving programs. Privacy laws prevent employers from providing this information to community organisations without the consent of donors. We understand this issue and to address it we are conducting a project we are calling [Project Connect](#). The project involves us working closely with a range of employers and community organisations to clarify the issues and develop a process to encourage direct communications. This has been in progress for some weeks now and I expect to be able to provide a further report soon.

##### Communicating outcomes

Many employers are indicating that they are keen to see changes in how outcomes from the money being donated through their programs are being communicated. To address these concerns we are conducting Project Engage which involves reviewing the process for communicating program outcomes. Again, we are involving a range of employers and community organisations in this review. I believe there is an enormous potential to provide more effective communications through the creative use of technologies (including social media). These issues are multi-faceted and complex and will evolve over time but I want to assure you that ACF is intending to work hard to help its community partners improve their relationships with donors and employer partners.

##### Thank you

Thank you to those organisations that have agreed to join in the new model. This is a very exciting time for ACF and our partners, and we are looking forward to working with our partners to help drive deeper social impact through engaged employee giving. If your organisation has not yet sent us your signed MOU and you intend to partner with us going forward, we would really appreciate it if you could send us your signed MOU as soon as possible. Our new partnership model started on 1 July and we are keen to formalise arrangements with all our partners at the earliest possible time.



#### ANNUAL CONFERENCE

Our annual conference is being held on Tuesday 14 September 2010 at NSW Parliament House. The theme is 'Connect, Collaborate and Celebrate – Working together for maximum social impact'. This will be a particularly significant event being our first conference since our new partnership model came into effect. Our employer and community partners are encouraged to attend, network and learn more about cutting edge ways to drive social impact through engaged employee giving. Please **SAVE THE DATE!**



#### WORKSHOP FEEDBACK

Thanks to all our program managers who attended the series of workshops which ACF held over the past few months in Sydney and Melbourne following the launch of our research report\*\*.

The workshop dealt with:

- Communicating impact of donations,
- Engaging with 'enthusiasts' and 'pragmatists', and
- Creating engagement opportunities for employees.

Feedback from the workshops revealed:

- 93% of participants said that as a result of the presentation/workshop, they felt better equipped to respond to the challenges and opportunities of workplace giving for their organisation
- All participants rated the overall workshop as either good or excellent.

\*\* Click here to see [Cutting to the Heart of Workplace Giving](#).