

THE AUSTRALIAN CHARITIES FUND NEWSLETTER

WELCOME TO THE MID-YEAR 2009 ACF UPDATE



HELLO FROM STEPH HUGHES AND PIP MURPHY

The first half of 2009 has been busy and exciting time for ACF. Many new giving programs will be launching in the coming months including Australia Post, Veolia Transport, Phillip Morris and CSL. The most recent Workplace Giving program to launch was at DADHC (NSW Department of Ageing, Disability & Home Care) and we hope you enjoy reading about their successful launch event in this newsletter.

On 3 March the findings of our first research project were released in "The Giving Business" report. This was a collaborative project conducted by ACF, PwC, the CSI and the other Workplace Giving providers. The research was aimed at those managing corporate giving programs and identified key enablers and barriers to driving growth in Workplace Giving. David Gonski, Peter Shergold and Mark Johnson spoke at the launch and ACF's Mei-Ling Ho delivered the presentation on the key findings and recommendations.

Our second research project, "Project Ignite", is continuing with an estimated completion date of September 2009. We are working with four key partners including ANZ, Goldman Sachs JBWere, Mallesons Stephen Jaques and the CSI. This research will help us understand how we can increase participation rates in ACF partners Workplace Giving programs and will incorporate feedback from program managers, employees, senior leaders and charity partners.

Our second annual conference was held on 26 May 2009. The theme of "Driving Employee Engagement" was a relevant and interesting topic and we had a great line-up of speakers including Sally Loane, Tim Costello, Bob Barbour and Narelle Hooper. We enjoyed catching up with many of our corporate partners at the conference.

'The Giving Business' report



CORPORATE PARTNER NEWS DADHC LAUNCHES 'GIVING PAYS'

DADHC's Director General Brendan O'Reilly, Professor, author and 2007 Australian of the Year recipient Tim Flannery and ABC 702's Adam Spencer launched the DADHC Giving Pays program to their central office on April 7.

Over 150 employees attended this superb launch event. Tim Flannery spoke passionately on the achievements of The Australian Wildlife Conservancy and Adam Spencer talked emotively on the assistance Redkite provides to families of children fighting cancer. Loredana Fyffe, DADHC's Workplace Giving Manager, is now working towards launching the Giving Pays program in DADHC's regional centres and continuing to build on the programs superb results to date.

DADHC Giving pays supports 10 charitable organisations selected by a volunteer committee based on feedback from over 700 employees.



Prof. Tim Flannery, Loredana Fyffe and Adam Spencer

THE AUSTRALIAN CHARITIES FUND IS LAUNCHING A NEW WEBSITE!

We are very excited to announce that we are in the process of designing and building a brand new ACF website. **The new site should be ready to go live in the next couple of months**

and it will feature loads of information about Workplace Giving and employee engagement. There will be articles, case studies and research which will help you develop, grow and promote your programs.

We will be in touch to let you know when the new website is ready, it'll be a new look for us and a great source of information for you.



'THE GIVING BUSINESS RESEARCH' TEN SIMPLE WAYS TO BOOST YOUR PAYROLL GIVING PROGRAM PERFORMANCE

- 1 Create an ambassador network for the program*
- 2 Communicate to staff regularly
- 3 Keep the program visible across the business
- 4 Engage senior leaders
- 5 Demonstrate business support for employee donations
- 6 Make sign-up as easy as possible
- 7 Tie payroll giving in with other community programs
- 8 Get the message right
- 9 Celebrate and recognise the support of your donors
- 10 Celebrate and recognise the support of your ambassadors

ACF TEAM NEWS INTRODUCING NEW JOINT CEO

From this July, Ted Kerr will be joining the team as Joint CEO of The Australian Charities Fund. Ted will be replacing Pip Murphy while she is on maternity leave.

Ted is a lawyer and for 22 years was a partner in the Sydney office of Mallesons Stephen Jaques where he specialised in derivatives, standard bank documents and consumer credit law. He acted for a number of investment banks and other participants in the financial markets in relation to derivatives.

Ted is the Chairman of the Roseville College School Council (an Anglican girls' school in Sydney) and is on the Board of Opportunity International. Ted joined the Board of the Australian Charities Fund mid 2008.



Enlist a key supporter to promote the program inside the business, ideally one person per site, or per charity if your business has selected charity partners. The most successful charity ambassadors are volunteers whose work in the role is recognised by senior management as important.

Charity ambassadors need to be given structure and guidance, but are most effective when given scope to develop local initiatives to motivate employees. **A network of charity ambassadors means the business has a team focused on the Workplace Giving program who can spread the passion.**



Ted Kerr



OUTWARD BOUND
Inspiring Australians

COMMUNITY PARTNER PROFILE OUTWARD BOUND

Outward Bound is Australia's leading not-for-profit education organisation providing experiential wilderness adventure programs with a focus on youth from low socio-economic and disadvantaged backgrounds. Our Mission is to help people to discover, develop & achieve their potential.

Our programs encourage youth to be active, gain respect for themselves, their environment & others. Research has shown that Outward Bound experiences significantly increase resilience, self-concept, self-efficacy, emotional stability, flexibility and leadership often with outcomes maintained long after the experience ends and with positive consequences for the young person and their communities. Young people and their parents consistently tell us that on Outward Bound they have found greater confidence and the knowledge that they are capable of more than they thought possible.

Please contact Cathy Bryson – Development Director on (02) 6235 5749 or cathyb@outwardbound.org.au to become involved in helping disadvantaged youth in Australia discover the greatness within them.