



ACF CHARITY PARTNER EVOLUTION

What's changing and what it means to you



THE AUSTRALIAN
CHARITIES FUND



SPOTLIGHT ON THE FUTURE

ACF'S VISION FOR CHANGE

Today over \$40 million is donated annually to the community sector through workplace giving. Our vision is to see this grow to \$200 million annually five years from now.

Since 2002, ACF has helped over 100 employers launch and grow workplace giving programs. Over \$75 million in workplace giving donations (including matching) has been facilitated through these programs.

As we approach our 10th anniversary in 2012, ACF has reflected on the best way it can assist our vision being realised. We have concluded this is by being a catalyst for both employers and charities to follow best practice in establishing and promoting workplace giving. ACF wants our insights leading to significantly higher participation rates than the industry average to be widely available. Our strategy for this is to devote resources to preparing How to guides and workshops designed to enable employers to streamline the implementation of workplace giving programs, and reduce the need for one on one advisory support from ACF. Our aim is to significantly grow the number of employers using our insights.

ACF believes charities which will benefit most from workplace giving will be those actively investing time and resources promoting it. The growth of workplace giving should not be limited by charities relying on ACF to be their fundraising agent to promote them to employers. Our strategy is to provide support to charities aimed at equipping and enabling them to succeed. This includes raising awareness of workplace giving in the business community. It also involves providing resources and workshops designed to enable charities to promote themselves to prospective employer partners. And it involves encouraging collaboration between charities to promote workplace giving.

We encourage our charity partners to view their investment in ACF as enabling ACF to conduct its awareness raising and resource and capacity building activities. Our charity partners will maximize on this investment when they incorporate the work ACF does into their own strategies for promoting workplace giving.

This evolution of our strategy has resulted in ACF deciding to change some aspects of our relationship with our charity partners. Primarily this relates to removing the 5% reinvestment fee and changing the way in which one on one advisory support for charity partners will be provided. Importantly, it also means creating the opportunity to join our Charity Task Force whose role will be to contribute to the strategic direction that will drive the continued growth of workplace giving across Australia.

Read on to learn more.



FY12 INVESTMENT

ACF CHARITY PARTNER INVESTMENT

Alongside employer partner investment fees, your investment helps enable ACF to promote workplace giving to the benefit of all stakeholders - employees, employers and you, the community sector.

In addition to demonstrating a commitment to workplace giving, investing in ACF ensures we are able to initiate and share projects which benefit all charities- and which no one charity could hope to achieve alone.

These projects include our commitment to raising awareness of workplace giving through initiatives such as Workplace Giving Month, resource and capacity building in which we share category best practice, and our ongoing investment in research projects.

FY12 YOU NO LONGER PAY	YOUR ANNUAL PARTNERSHIP FEE		OPTIONAL ADDITIONAL ANNUAL INVESTMENT FEE# ACF CHARITY TASK FORCE (excl. gst)
	OVERALL REVENUE P.A.*	PARTNERSHIP FEE (excl. gst)	
5% reinvestment^+	< \$2 million	\$500	\$6,000 (set fee)
	\$2 - \$10 million	\$1,000	
	> \$10 million	\$2,000	

^ Charity partners receiving more than \$20,000 workplace giving donations per annum

+ FY11 true up payments are required

** Revenue from all sources - not limited to workplace giving*

Charity Task Force membership is open to all ACF charity partners



ACF PARTNERSHIP BENEFITS

ACF CHARITY PARTNER BENEFITS

With the decision to focus ACF resources on awareness raising and resource and capacity building aimed at promoting wide scale adoption of workplace giving, ACF charity partners will no longer receive a dedicated key contact or automatic one-to-one advisory support.

Charity partners will have access to ACF consultancy advice on a fee for advice basis. Led by an ACF senior team member or partner consultant, you will have access to expertise including:

- ★ High level workplace giving strategy
- ★ Program implementation
- ★ Workplace giving product offer development and positioning
- ★ Effective workplace giving communications and promotion

How to maximise your investment in ACF

Investing in supporting and collaborating with ACF to drive the growth of workplace giving gives charity partners access to ACF's knowledge and resources. ACF encourages all its charity partners to maximise partnership benefits including:

- ★ Optimising your online messaging to existing and prospective employer organisations via the ACF website. The ACF website promotes only ACF charity partners. We will be sending all our charity partners an updated template for this purpose. In particular, we will be asking you to clearly communicate your workplace giving program offering and demonstrate the difference employee and employer donations will make to your organisation. From 1 March 2012 we will be loading this promotional material on our website.
- ★ Using your charity partner login to gain access to exclusive partner resources on our website. *(Partners using ACF resource tools typically see increased program success and higher participation rates.)*
- ★ Attending ACF:
 - ★ Workshops
 - ★ Roundtables



- ★ Events
- ★ Advocate Training
- ★ Annual Conference
- ★ Driving employer and employee engagement by supporting ACF initiatives including Workplace Giving Month
- ★ Using the Workplace Giving Mark to demonstrate your support for and commitment to workplace giving

In 2012 ACF will be producing a series of Best Practice How to ... Resource Guides and we encourage all charity partners to access and use these resources to help drive program success and grow awareness of workplace giving.

WHERE IS WORKPLACE GIVING IN AUSTRALIA TODAY?

\$75 MILLION workplace giving donations (including matching) through ACF employer partners since 2002

\$28 MILLION workplace giving donations (excluding matching) made by 100,000+ employees through 2,800+ organisations in FY10

\$40 MILLION including matching

In 2012 ACF celebrates 10 years of making a difference.

Join us.



SPOTLIGHT ON LEADERSHIP

INTRODUCING THE ACF CHARITY TASK FORCE

ACF believes visible leadership by a group of charities in collaboration with ACF is vital to our ability to help grow workplace giving. To facilitate greater collaboration, ACF has established the Charity Task Force.

The primary roles of the ACF Charity Task Force are to support ACF financially and contribute to the strategic direction that will drive the continued growth of workplace giving across Australia.

Strategic considerations will include how best to:

- ★ Increase employer awareness of, and participation in, workplace giving
- ★ Demonstrate sector collaboration in promoting workplace giving
- ★ Leverage ACF's best practice knowledge and insights on how to create high impact workplace giving programs
- ★ Involve Government in supporting the growth of workplace giving

Membership is open to all ACF charity partners at an additional set fee of \$6,000 (plus gst). ACF is receiving strong support for this initiative. We are excited that many of our charity partners are actively committing to an investment today to help create far reaching impact in the future.

A program of activities for 2012 will be published shortly.

Interested in becoming an ACF Charity Task Force member?

To find out more information call:

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WHAT TO EXPECT IN 2012

WHERE TO FROM HERE?

ACF will be working closely with its Employer Leadership Initiative and Charity Task Force partners to identify key initiatives focused on promoting the growth of workplace giving.

Initiatives being considered include:

2012 ACTIVITIES & INITIATIVES

- ★ Awareness raising including:
 - ★ Promoting Workplace Giving Month (*staff participation rates at employers who took part in 2011 grew by around 30%*)
 - ★ PR and media promotion
 - ★ Speaker presentations at employer and industry events
- ★ Creating 'Best Practice' and 'How to ...' Resource Guides enabling employers to implement workplace giving programs
- ★ Creating 'How to ...' Resource Guides enabling charity partners to develop and refine their workplace giving strategy
- ★ Lobbying Government to incentivise investment in workplace giving recognising the 10 year anniversary of workplace giving in Australia
- ★ Exploring cost effective workplace giving technology solutions, with a focus on enabling more widespread adoption of workplace giving by employers
- ★ Identifying opportunities to engage employees as a 'sales force' to advocate workplace giving
- ★ Exploring opportunities for charities to collaborate to promote themselves to employers
- ★ Research enabling us to share actionable intelligence to further drive the growth of workplace giving



GOT QUESTIONS?

Contact ACF CEO Ted Kerr

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