



WORKPLACE GIVING IN AUSTRALIA

Understanding the Drivers of High Performing Programs

WHAT IS IT?

A biennial joint research study conducted by the Centre for Social Impact and The Australian Charities Fund that seeks to:

- Track trends in workplace (payroll) giving in Australia over time, and the factors influencing change
- Understand the relationship between workplace giving and other forms of giving, inside and outside the workplace.

This research will include and explore:

- 1) Organisations **WITH** workplace giving programs:
 - What motivates employees to become workplace giving donors, and the reasons for people not donating (including an employee segmentation analysis)
 - Program Manager perspectives on the drivers and barriers of successful workplace giving programs
 - CEO perspectives on the drivers and barriers of successful workplace giving programs
- 2) Organisations **WITHOUT** workplace giving programs:
 - Reasons for not establishing a program to date, and the perceived benefits and barriers to implementing a workplace giving program

HOW WILL IT WORK?

There will be a number of elements to the research:

Online survey for employees:

- It will be open to participating organisations to be involved in just this element

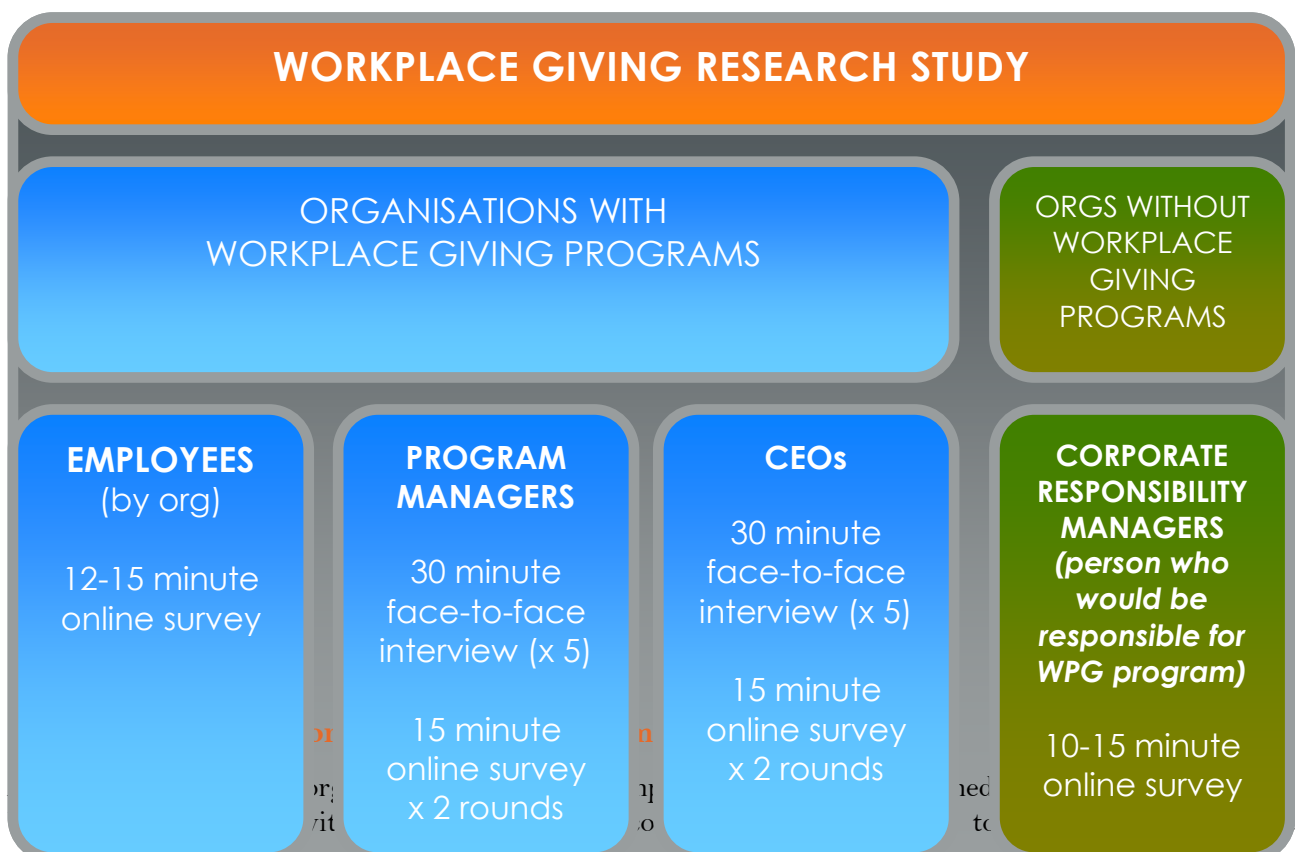
Face to face interviews:

- By invitation, a small number of face to face interviews with program managers and CEOs will be held for the purpose of developing online surveys for CEOs, program managers and corporate responsibility managers

Program manager, CEO and CR manager online surveys:

- All participating organisations will be encouraged to have their program manager and CEO (or in the case of organisations without a workplace giving program, their corporate responsibility manager) complete online surveys developed out of the face to face interviews. The program manager and CEO surveys will involve two rounds of approx. 15 minutes each, to allow deeper investigation into key issues.

Paper surveys will not be available. If employees do not have access to a computer at work, employers will be asked to encourage employees to complete the online survey from their home computer. In addition, ACF and CSI are examining the possibility of making a number of tablets available to workplaces where employees do not have access to a computer to enable those employees to complete the survey online at work.



survey.

Organisations with workplace giving programs run directly with not-for-profit organisations, will also be invited to participate.

Organisations without workplace giving programs:

Organisations without workplace giving programs, equivalent in number to those participating in the research which have programs, will be invited to participate in the corporate responsibility manager online survey.

These organisations will be selected by size, industry, etc. to mirror the sample of organisations with workplace giving programs.

WHAT ARE THE BENEFITS TO PARTICIPATING IN THE STUDY?

To organisations WITH workplace giving programs:

Organisations with workplace giving programs will gain a better understanding of the key success factors for engaging employees and developing high performing workplace giving programs.

They will receive a report of key findings specific to their organisation, and compared to the total sample. For those who participated in the 2009 research study (Cutting to the Heart of Workplace Giving), these findings will also include 2009 comparisons.

Participating organisations will also receive an advance copy of the final report detailing key findings.

To employees:

Ideally, employees of participating organisations will be encouraged to complete the survey by their CEO or a member of the senior leadership team who will advise them of the importance of the research study to creating greater community impact.

Employees who complete the survey will have the opportunity to be included in a **draw to win prizes**. These are in the process of being finalised and will be notified shortly.

To organisations WITHOUT workplace giving programs:

These organisations will gain a deeper understanding of the potential and opportunity for developing a culture of giving in the workplace, specifically workplace giving. They will receive an advance copy of the final report detailing key findings.

To the sector:

An enhanced understanding of the factors influencing change required to grow the level of workplace giving in Australia, and create increased community impact.

CONFIDENTIALITY

All data collected through this study will be kept strictly confidential and will be used for research purposes only. All data will be de-identified and aggregated. Respondents can be assured that their employer will not see their individual responses.





TIMINGS

For organisations WITH workplace giving programs:

The employee survey will be in-field in August 2011.

Program manager/CEO face- to-face and online surveys will be conducted in August/September 2011.

For organisations WITHOUT workplace giving programs:

Corporate Responsibility managers surveys will be conducted in August/September 2011.

HOW TO PARTICIPATE

If you wish to participate in this exciting study, please email Lauren Davidson lauren.davidson@australiancharitiesfund.org.au by no later than Friday, 22 July 2011.

If you have any questions, please do not hesitate to contact Carolyn Reid on 0411 549 935 or email carolyn.reid@australiancharitiesfund.org.au

