

Good2Give Workplace Giving For Charities

Good2Give Workplace Giving enables employees to make pre-tax donations to registered charities direct from their pay.

Committed to building a more giving society, Good2Give advises businesses on how to engage with charitable organisations and provides technology solutions and services to efficiently and securely process company and employee donations across Australia and New Zealand.

Access low-cost, high value donations

Good2Give's purpose-built Workplace Giving Platform is a low-cost technology solution making it easy for charities to receive and report on workplace giving donations.

The potential is huge

Charities often tell us how generous workplace givers are with an average donation of more than \$800 per person annually.

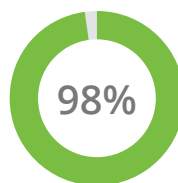
Workplace givers are a unique group of passionate donors and would increase their donations if asked; 33 per cent for regular donations and 46 per cent at different times of the year. This generosity equates to an additional \$1.3 million in donations charities are missing out on from Good2Give's workplace givers alone.



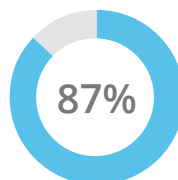
\$1.3million opportunity
Workplace Givers are willing to **give more** as a seasonal gift*

* Source – Good2Give 2015 Workplace Givers Revealed research report. As at Feb 2016, 46% of Good2Give workplace givers giving the average one-time donation of \$285.

What charities think of Good2Give



98% see workplace giving as a low-cost funding source



87% say Good2Give's service meets or exceeds their expectations



Why charities use Good2Give's Workplace Giving Platform

Reduce your fundraising costs

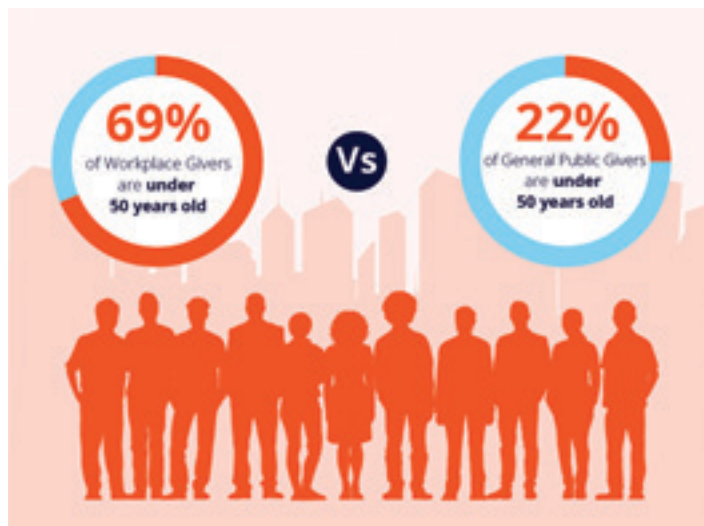
Receive regular monthly donations via EFT which combines donations from multiple companies and donors.

Tap into company matched giving

Through the Good2Give Workplace Giving Platform, companies can maximise the expression of goodwill by matching employee donations – meaning charities have the opportunity to receive more!

Access younger donors

Attract and engage a younger donor base. When it comes to workplace givers, some 69 per cent are aged between 18 – 49 years, compared with only 22 per cent of general public donors.



Source – Good2Give 2015 Workplace Givers Revealed research report

Share your impact

Charity communication is vital for donor engagement. Our Workplace Giving Platform allows charities to easily communicate with their workplace givers on a regular basis.

Get to know your workplace givers

The Good2Give Workplace Giving Platform provides a reporting dashboard so you can understand your workplace givers more – their names, who they work for and how much they give (if shared). Furthermore, it enables you to communicate directly with workplace givers, so you can build a strong long term relationship.

Charity Giving Centre

Sign Up to Good2Give's Workplace Giving Platform today to access your Charity Giving Centre. The platform empowers charities of all sizes with a range of online tools to easily manage employee and company matched workplace giving donations from multiple companies.

Key features include access to all monthly remittance files, dashboard and reporting filters, management of your very own charity profile, in-built communication messages to keep your donors engaged and informed with your charity's work.

Charities have access to:

- ✓ Dashboard showing top 5 companies supporting your charity by number of donors and total \$ value of donations received
- ✓ Reporting filters enabling charities to easily run detailed analysis
- ✓ Donors contact details including name and email address (if given)
- ✓ Communication tools to quickly upload thank you and regular messages



Dedicated Support

Through a dedicated **Charity Resource Hub** on our website, we show you how to get started on the Good2Give Workplace Giving Platform, how to share your impact and encourage more donations for your charity.

Helpful tools include:

- ✓ How to sign in for first time users
- ✓ How to communicate with workplace givers
- ✓ How to promote workplace giving to your wider donor base
- ✓ How employees and workplace givers will find you on the platform
- ✓ How to promote an appeal

Register your charity today

www.good2give.ngo

good2give®