

9. Case Study: Breast Cancer Network Australia

Breast Cancer Network Australia introduced two of its corporate partners to Good2Give. Within 12 months, workplace giving donations increased by 33%.

About Breast Cancer Network Australia

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians affected by breast cancer. BCNA works to ensure that Australians affected by breast cancer receive the very best support, information, treatment and care appropriate to their individual needs.

Opportunity Identify who would benefit most from workplace giving

BCNA has a well-developed corporate partnership program focused on sponsorship, events, pro bono support and workplace giving. In an effort to increase the reach of its workplace giving, BCNA identified two corporate partners that didn't have an existing program – Konica Minolta and Alliance Airlines – and introduced them to the team at Good2Give.

By introducing Konica Minolta and Alliance Airlines to Good2Give, BCNA achieved meaningful results for themselves, their partners and their donors.

Solution How BCNA grew workplace giving

1. Promote mutual benefits

Good2Give presented to the senior executives at Konica Minolta and Alliance Airlines, explaining how a workplace giving program can create a better place to work, boost employee engagement and support a broad range of employee interests.

2. Create an ambitious program

Good2Give worked directly with the companies to establish a program that met business objectives, and advised them on how to effectively encourage employee participation.

3. Launch to employees

With the support of Good2Give, BCNA and their own senior executives, each company launched their workplace giving program internally. Employees learned how quick and easy it is to donate – minimising the cost to their own pockets and maximising the benefit to the charity.

4. Maximise the potential

With the ongoing support of Good2Give, both companies promoted BCNA to their employees over the next 12 months using the platform's appeals feature and encouraging BCNA to share messages with donors.

Results

Within 12 months, BCNA increased:

- ✓ donors by **38%**
- ✓ employee donations by **33%**
- ✓ employee and company matched donations by **29%**

“We're thrilled with our Workplace Giving outcomes and are really glad BCNA introduced us to Good2Give. It has strengthened our relationship, helped our staff know more about the important work BCNA undertakes and increased donations to BCNA. A win for everyone.”

– Dr. David Cooke, Konica Minolta

“We want our relationship with our charity partners to be mutually beneficial. BCNA's introduction to the Good2Give platform has helped us achieve that. Being on the platform enables BCNA to keep our employees up to date with the impact of their donations, and enables our employees to manage their donations quickly and easily. It has helped our relationship be even stronger.”

– Tracie West, Alliance Airlines

To learn more about referring corporate partners to Good2Give, visit 8. How to refer corporate partners to Good2Give.

