

# Good2Give

Making corporate community investment easy

Working with businesses and charities to invest in a bright future for everyone.



[www.good2give.ngo](http://www.good2give.ngo)

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# About Good2Give

Good2Give provides technology, financial and advisory services to socially and environmentally responsible businesses. Our mission is to build a more giving society by inspiring and enabling businesses and people to support communities they care about.

At Good2Give we have a bold vision to deliver \$300 million to charitable communities by 2020 because we know that organisations with social and environmental purpose are facing unprecedented challenges to do more with less around the world.

We know financial investment mobilises expertise in research and discovery, support services, and raising awareness on our most pressing community issues — all of which our charity and not-for-profit sector delivers. This financial investment demonstrates business' commitment to working in partnership with charities to achieve the Sustainable Development Goals, and to represent the interests of their diverse talents — creating inclusive workplaces and communities.

We work with businesses across all industries and of all sizes to provide effective, efficient and ethical giving solutions. Our services enable businesses to support the causes, campaigns, and initiatives for change most important to companies' valued stakeholders including:

- Employees
- Customers
- Partners
- Suppliers
- Investors

Good2Give is a not-for-profit organisation registered with the Australian Charities and Not-for-profit Commission (ACNC) and the Fundraising Institute of Australia (FIA). We are also members of Philanthropy Australia and the Community Council for Australia. Our team of more than 25 specialist staff work across Australia and New Zealand.

We have distributed more than \$200 million to 6,000 Australian and international communities since 2001.





## What We Do

Workplace Giving

Fundraising at Work

Grants Management


Corporate Foundation  
Management

Advisory Services

Charity Partnerships

*"We know businesses have the power and generosity to make positive social and environmental progress that creates opportunities, health and happiness, knowledge and connection for communities in Australia and New Zealand - and around the world - now and for generations to come."*

- Lisa Grinham, CEO, Good2Give.



*“Timely, dedicated responses and a willingness to listen to our requirements. Clear, straightforward service with dedicated staff that respond quickly and efficiently to requests from clients. The administration associated with our community investment program is enormous. Leaving these tasks to the experts means we can concentrate on sharing the positive stories that come out of our assets and offices with our customers and continuously improve how we deliver community investment and development across our business.”*

**– Jane Andrews,  
CARE Foundation & Community Partnerships Manager at Stockland.**

**Good2Give empowers companies and their employees to give. Our services maximise corporate community investment strategies, building on businesses’ core brand, products and services to create a unique exchange of value in the community. We work in partnership with companies to identify opportunities across their supply chain to create shared value.**

**Good2Give’s commitment to customer service, innovation and collaboration is demonstrated by our proven capacity to work in partnership with other service providers and affiliates. It is of paramount importance that we deliver the best solution for companies and charities.**

## **Workplace Giving**

Workplace giving programs give employees an opportunity to support charities with regular or one-off donations from their pre-tax pay. People can give as much or as little as they like, as often as they like, and potentially see their donation matched by their employer.

Good2Give is Australia’s leading workplace giving technology provider, with a purpose-built online platform currently servicing more than 150 companies. Our platform gives people the choice of over 2,000 charities to donate to, provides businesses with user-friendly financial and engagement reporting on their giving programs, and enables charities to communicate to and thank their supporters.

## **Fundraising at Work**

Peer-to-peer fundraising is an engaging, fun and energising way to bring people and purpose together. Good2Give works in partnership with GoFundraise to deliver an integrated technology solution for companies looking to support their employees’ fundraising activities through workplace giving.

Fundraising at Work means employees can donate to and create fundraising pages for the charities they care about using our Workplace Giving Platform.

Companies can turbo boost their employees’ fundraising activities through donation matching. This builds morale and team spirit, drives employee engagement, and aligns people with company values.

## **Corporate Foundation Management**

Corporate foundations can outsource their financial administration and regulatory compliance reporting to Good2Give. By providing this cost-effective support service, we eliminate administrative burden and enable foundations to focus on program delivery.

A Good2Give Foundation Account creates a base for all community investment activities so that budgets and administration can be managed securely, transparently and effectively. We also advise and manage independent Public and Private Ancillary Funds.



## Grants Management

Good2Give provides end-to-end project management for businesses and corporate foundations' community grants, and employee or customer-nominated grant programs.

Grant giving provides charities and community organisations with the opportunity to receive a once-off donation of significant value, and for businesses to demonstrate their commitment to corporate community investment in a meaningful, merit-based, quality controlled and structured way.

*"Good2Give's reliability, online solution and industry expertise meant that we could efficiently validate and process funds and have maximum impact when the community needed it most."*

**-April Whittam, Aurizon's Brand and Sponsorship Manager.**

Good2Give's comprehensive grants management platform has the capacity to promote brand, manage application and selection processes, and facilitates regular communications. Our robust charity verification and funds distribution services means we can manage and assure the ethical distribution of grants big and small.

## Advisory Services

Effective corporate community investment is built on effective strategy. Good2Give provides expertise in cross-sectoral partnerships and we work with businesses to develop, implement, evaluate and communicate community investment programs.

Our advisors support businesses through a robust process to identify community investment opportunities across entire organisations – connecting stakeholders, products, services, brand, competitive advantage, talent and employee engagement objectives to create value through giving.

Good2Give's expert team of marketing, content and communications specialists can provide strategic guidance, customised campaigns, planning and execution services for clients.

## Charity Partnerships

Good2Give brings together expertise in business-charity partnerships and stakeholder engagement. We facilitate leadership engagement seminars, develop national partnership frameworks, perform program reviews and evaluations, and undertake analysis of the market to ensure businesses provide a unique benefit to the community.

# Creating Stronger Communities

**Good2Give has earned our reputation as the leading partner of choice for more than 200 companies in Australia and New Zealand by providing exemplary service for more than 15 years. Our technology know-how, customer service and commitment to building the capacity of the not-for-profit sector is second to none.**

**Good2Give is a member of the Prime Minister's Community Business Partnership in Australia and represents Australia and New Zealand in the Charities Aid Foundation (CAF) Global Alliance.**

**Good2Give is committed to building a more giving society that supports the far-reaching and valuable work of the charity sector, because we believe in working towards a bright future for everyone.**

## Business

Good2Give works with businesses to find the most effective and efficient ways to give to charitable organisations. We provide technology solutions and corporate community investment advisory services that bring company values and purpose to life, and represent the diversity of workplaces and the community.

Businesses are presented with a market-leading choice of charities to support through Good2Give. We support our clients with the benefit of extensive cross-sectoral knowledge and expertise, and pride ourselves on our ability to find innovative giving opportunities for businesses across their supply chain. This is what makes us the partner of choice for more than 20 per cent of the ASX 100.

## Workforce

Good2Give knows that 86 percent of people we surveyed stated they were proud to work for their employer because of their commitment to workplace giving\*. Companies large and small are looking to attract and nurture the brightest talents, represent the diverse interests and passions of their people, and sustain and build on their environmental and social impact programs with the support of their employees.

We provide easy and effective ways for employees to feel engaged and empowered to

support the causes they care about through workplace giving, collective giving and peer-to-peer fundraising, and employee-elected grants initiatives. Workplace giving provides people with a tax-effective, no-fuss way to contribute to the causes and values they believe in with the support of their employer through donation matching. By supporting giving for their employees, companies are investing in their greatest brand ambassadors, and building their value in the community.

## Charity

Good2Give has demonstrated our commitment to distributing low-cost donations to over 6,000 charitable organisations for nearly two decades. We distribute essential funding to small community-based and grassroots organisations, large charities with household names, research institutes and organisations raising awareness for positive change.

Charities and community groups are led by missions to build an inclusive, healthy, happy and safe society and sustainable environment. Investment in our charity sector is an investment in creating the places and connections that ensure everyone is given a chance to thrive, and that support is available for communities in times of greatest need.

We know that charities are facing increasing pressure to deliver more with less, that competition for investment and donations is fierce, and the need to build public trust by operating with efficiency and efficacy is essential. To achieve their objectives, charities need to invest in attracting expertise and talent, to tell their stories and raise their profile, to build their infrastructure, systems and processes, and to evaluate and report on the work they do.

The generosity of our corporate partners, and our tried-and-tested technology and processes, mean that Good2Give reduces the administrative, marketing and financial workload for charities. We provide charities with opportunities to maximise donations through corporate matching programs, and build their reach and supporter base with more than 15,000 donors in Australia and New Zealand.

\*Workplace Giver's Revealed research by Good2Give (2015).

# Our Values



## Customer focus

Our customers come first whether they be businesses, donors or charities. By providing end-to-end, innovative solutions we ensure our customers receive the highest quality outcome for their needs. We are passionate about our customers, their impact and going the extra mile to achieve this.



## Community impact

Like our customers, we are committed to giving. The positive impact giving has on communities is what drives us every day. Connecting businesses, donors and charities, we enable more efficient funding for communities in need, and take the initiative to advocate for wider change to drive greater levels of giving.



## Trusted

Data security and customer confidentiality is paramount. You can be confident the thorough due diligence we undertake mitigates risk for businesses and donors alike.



## Honesty and integrity

We do what we say we do and are transparent in all interactions. We follow regulation and work closely with industry to ensure best practices are followed. We care about our customers and communities and always act responsibly.



## Continuous improvement

We strive on a daily basis to continually improve what we do by being flexible and innovative in our approach and by listening to our customers. We are committed to technical excellence in all that we do.



## Our people are key

We are professional, capable, action-oriented and passionate. We respect one another and use teamwork for better outcomes. We are committed to learning and encourage professional development when possible. We are diverse in who we are and how we think, and we care and appreciate each other.



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