


# Vita Group

Creating meaningful change, 'It Takes Just One'.



**“Vita’s recent internal campaign, It Takes Just One to support the community, resulted in more than 200 team members signing up to participate in workplace giving.”**

**Keisha Boutwood, Human Resources Advisor, Vita Group**

Vita Group is a leading Australian retailer, specialising in enhancing customers’ way of life through expert consulting, creating value across a diverse network of brands. Vita operates Telstra branded retail stores and business technology centres, Vita Enterprise Solutions, Sprout, Clear Complexions, Artisan Cosmetic & Rejuvenation Clinic and SQDAthletica.

When it comes to supporting communities where Vita Group team members live and work, the company taps into its core values, particularly in ‘always doing the right thing’.

“All of our decision-making falls back on our values which revolve around people and our customers,” says Keisha Boutwood, Human Resources Advisor at Vita.

Since its launch in 2015, the Vita Group Foundation has donated more than \$1,000,000 to worthwhile causes across Australia, including Act for Kids (the company’s hero charity), The Smith Family, Animal Welfare League, and the Australian Red Cross.

Coordinated by 12 team members from across the company, the Foundation committee’s role is to coordinate and promote community giving and Vita’s philanthropic activities internally.

“The Vita Group Foundation is our way of giving back to the community. We help to create meaningful change in the lives of those who need it most,” explains Keisha.

## **Partnering with Good2Give**

Vita team members and the Vita Group Foundation support charities through Good2Give’s Workplace Giving Platform as well as volunteering days, a grants program, peer-to-peer giving, and a raffle prize pool.

## **‘It Takes Just One’**

In 2017 and 2018, the Vita Group Foundation launched its It Takes Just One campaign, which resulted in a significant increase in the participation rate, from 3.5% to 11.7% year-on-year.

The special campaigns took place across six weeks in 2017 and four weeks in 2018 and was a relaunch of Vita’s workplace giving program, using Good2Give’s Workplace Giving Platform.

The It Takes Just One campaign had a strong emphasis on video content, internal champions and leadership team call outs, with the ultimate aim of encouraging staff to make regular or one-off donations through workplace giving.

"We wanted to communicate that even a small donation can help and members of our leadership team and team members were happy to share why they choose to give, through a series of videos we produced," says Keisha.

"We felt videos would cut through and they did." Hear from team member Hayley Watson:

"The charity I donate to is the Animal Welfare League of Queensland as animals are a pretty important part of my life. They send me an email every month to update me on what my contribution has helped do," says Hayley. "You can see that if each and every one of us just does take that one act, what a difference that makes."

Vita has since introduced more acts of kindness, further embedding community giving into their culture. Team member donations to Vita's hero charity, Act for Kids Learn to Be Safe with Emmy and Friends program - a school-based education program teaching grade one children to identify when they don't feel safe and who they can turn to for help - are now matched by Vita.

"We're looking to include more information about the Vita Group Foundation and ways to give in our induction processes and at other times throughout the year to maintain the momentum", says Keisha.



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