

Findex

Making it easy for employees to dig deep in times of crisis

Findex is Australasia's leading provider of integrated financial advisory and accounting services, with more than 2,500 employees across 110 offices in Australia and New Zealand. Findex is committed to giving back to the communities they are connected to through the launch of the Findex Community Fund, which collaborates with charities to deliver programs that inspire hope and have a real impact in local communities.

The Findex Community Fund

In 2018 the organisation launched the Findex Community Fund, with a vision to create equal access to opportunity for people isolated by location or circumstance, through programs that are regionally relevant, nationally impactful and globally scalable.

The Fund partners with a selection of Australian and New Zealand charities dedicated to making a difference in the areas of health, education and entrepreneurship.


"We have closely aligned the Fund with our workplace giving program, so that any staff donations that align with our focus areas are matched by the Fund," said Danielle Maxwell, Findex Community Fund Director.

"This essentially doubles the impact of our team," she said.

Appealing for help

In August 2018, Findex launched an appeal for the NSW drought, with the goal of raising \$10 from each staff member to help farmers in crisis.

"A key strategy for the initiation of the Findex Community Fund has been to give back to the communities that are the lifeblood of our business. Creating an appeal for the drought was important to our regional offices, and the appeal was a good opportunity to utilise the workplace giving program," said Danielle.



"We would absolutely encourage other businesses to run appeals at times of disaster and emergency. It's a great way for staff to feel like they are contributing in some way,"

**Danielle Maxwell,
Marketing Operations
Manager & FCF Director**

"The team from Good2Give was integral in getting our appeal live and assisted with regular exports of data so that we could have leader boards showing the participation of different regions. We also encouraged internal engagement through regular communication and direct follow up with Managing Partners to encourage further participation," she said.

Approximately 500 staff members engaged with the appeal, with just over \$25,000 raised in workplace giving donations.

"There was a lot of work involved but it was worth it; it was a great result. We would absolutely encourage other businesses to run appeals at times of disaster and emergency. It's a great way for staff to feel like they are contributing in some way," said Danielle.

And the main lesson learned for the next appeal?

"Definitely have local champions, especially in organisations that are regionally dispersed. It's so important to have someone to reinforce the initiative locally," she said.

For more information on Good2Give services, contact us at info@good2give.ngo or on +61 2 9929 9633.

good2give