

Annual Review

For the year ending 30 April 2019

This year our innovative technology and services have facilitated \$19.9 million to more than 2,600 Australian and international communities.

good2give®

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About

Good2Give is a not-for-profit that makes it easy for businesses, their employees and customers to support the communities and causes they care about. Committed to building a more giving society, Good2Give provides innovative technology solutions to help businesses, donors and charities connect. As well as advising businesses on how to engage with charities, Good2Give's market-leading technology platforms allow the efficient and secure processing of around a million transactions annually.

Since 2001, Good2Give has facilitated \$210 million to more than 8,000 Australian and international communities.

Our Mission

Building a more giving society by inspiring and enabling businesses and people to support communities they care about.

Our Vision

To deliver \$300 million to charitable communities by 2022.

Our Values



Customer focused



Honesty and integrity



Community impact



Continuous improvement



Trusted



Our people are key

From the Chair



I joined Good2Give at its inception in 2001, seeing an organisation on a mission to change the way Australians donated to charities. As a nation, we have many critical areas of need, from the devastating NSW drought, to an alarming rise in mental health. The work of charities is vital in aiding those who need it most.

In the last year we've seen incredible examples of corporate giving facilitated through our Workplace Giving Platform. From triple donations pledged through Pinnacle's Foundation for local community initiatives, to Findex's Community Fund, created to specifically target remote communities affected by the NSW drought - raising over \$25,000 for rural farmers. Our impact is greater when we work collectively to create opportunities and support for the good of our nation.

In 2018, Charities Aid Foundation's global study around giving habits was a litmus test of how modern society views and interacts with charities across various ages, demographics and generational subsets.

What was astounding was the resounding swing by young people – Millennials and Gen Z (those born from 1980s onwards) towards charitable giving. The research showed that Millennials are the most likely generation to give money to charities in the past 12 months (60%) and are nearly twice as likely (34%) to donate their time than baby boomers (18%). Whilst real estate heavyweight Tim Gurner faced heat for his views of Millennials as latte-swilling, smashed avo consumers, they are clearly a generation who hold charity in high regard, which is a positive sign for the role not-for-profits play in supporting charitable giving.

We do, however, need to find more innovative ways to involve all generations in charitable giving. Technology can help bridge this gap by facilitating fundraising with ease. Fundraising at Work, launched in 2018

has resulted in a 62 per cent uplift in new donors to Workplace Giving. In 2019, with the support of the Department of Social Services and the Prime Minister's Community Business Partnership initiative, we'll be trialling an innovation called Giving Circles at Work, with Westpac. This trial will determine the potential and effectiveness of collective giving in the workplace as a corporate philanthropy model.

“98.8% of donations received went directly to the charity sector.”

They say it takes a village to raise a child; I'd liken this adage to charity as well. It takes a village – a community – to support and grow charities, which is what I like to think we do at Good2Give. We are a conduit between enterprise and charity, facilitating an easier movement of funds and gifting in the last year. I'm so proud that 98.8 per cent of every donation dollar received by Good2Give went directly to the charity sector.

We wouldn't be able to do this without the tireless work of our Good2Give community, the commitment of our staff and volunteers led by our CEO Lisa Grinham.

As we enter a new financial year, I look forward to seeing us – in partnership with our corporate partners, donors and charities - striving to achieve the best we can for our country, and its people in need.

A handwritten signature in black ink, which appears to read 'Cynthia Nadai'. The signature is stylized and fluid.

Cynthia Nadai
Chair



From the CEO

It's been another impactful year for Good2Give. By the end of our financial year we had facilitated \$210 million in charitable giving across Australia and New Zealand since our inception. While that may seem significant, and it is positive, I still believe there is further opportunity for Australians to give. In particular – there's more need for collaboration between charities and corporates to make a real difference – not only to the recipients of their giving, but also for employees to feel more purposeful.

We currently work with 20 per cent of businesses listed on the ASX100 and we're really keen to increase that number this year. We know that Millennials want to give and do more, but we need to make it easier for them to do this.

This is where Workplace Giving comes in – companies establishing programs for staff and Good2Give taking care of the technology to make the giving process easy.

Increasing giving is a strategic focus for us – looking for new and innovative ways to do this, new partnerships for us to consider, new clients to work with and ultimately more recipients to benefit from charitable giving. We know from Australia Giving 2019 (CAF) research that where a workplace facilitates some form of charitable giving, it builds greater engagement, but also a stronger sense of trust between employees and employers.

In this review we profile Giving Circles at Work - a first in Australian giving - and other innovations in giving, including Tap2Give and trends we are seeing via Fundraising at Work, latest technology updates and interesting case studies from companies we work with.

None of what we do is possible without the hardworking team at Good2Give who are as passionate as I am about the role philanthropy can play in people's lives and how ultimately we can help build stronger communities through the act of giving.

“We currently work with 20 per cent of businesses listed on the ASX100 and we're really keen to increase that number this year.”

We are well on track to delivering \$300m in giving by 2022 and this can only be achieved through the support of our clients, donors, charities and supporters. I would like to thank you sincerely for your ongoing support. Together we can all make a difference.

Lisa Grinham
Chief Executive Officer

Highlights this Year

Australia - Trends in Giving

According to Charities Aid Foundation's (CAF) *2018 World Giving Index*, Australia was the second most charitable country in the world. This was based upon three types of participation in giving behaviours: helping a stranger, donating money and volunteering time. This data was collected from over 150,000 people in 146 countries throughout 2017.

Going hand in hand with the *CAF World Giving Index* is the first ever *Australia Giving Report* which was released in March 2019. This Report took a deeper look at how Australians give, who Australians give to and the most giving age group. It revealed that Millennials are the most giving generation in Australia and are the most likely to donate to not-for-profits. Other key findings of the Report included 68 per cent of Australians had donated money in the past 12 months, \$80 being the median amount donated and 1 in 7 young people donate through Workplace Giving.

Delivering \$210 million to charitable communities

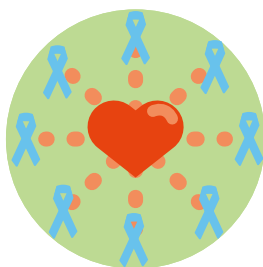
Good2Give marked a major milestone in April 2019 distributing \$210 million in donations to over 8,000 Australian and international communities since our inception. This financial contribution delivers positive impacts in struggling communities, ground-breaking medical research as well as assisting people, animals and the environment across various projects.

With the world of technology ever-changing, it is vital to adapt to constant change. Good2Give has evolved with technology and this has been key to facilitating growth in the philanthropy sector. By continuing to invest in digital infrastructure and collaborative partnerships over the next few years, Good2Give's aim is to deliver \$300 million in donations by 2022.

In the 2018/19 financial year Good2Give:



Distributed a total of
\$19.9m
in donations



Facilitated funds to
2,683
not-for-profits



Worked with over
200
clients



Facilitated more than
98.8%
of each dollar to charities

Launching Giving Circles at Work at Westpac Group – a world first!



Good2Give in partnership with Westpac Group launched a trial of Giving Circles at Work – the first democratic, collective way for employees to give to a chosen charity or a cause they want to support.

This partnership is funded by the Australian Government's Department of Social Services and supported by the Prime Minister's Community Business Partnership. The trial will determine the potential and effectiveness of collective giving in the workplace as a corporate philanthropy model.

Good2Give believes this important trial has the power to not only increase giving from the corporate sector but also educate thousands of individuals on the needs underpinning some of society's greatest challenges, and to be part of the solution.

In addition to the actual trial, a research project will also be carried out to determine the effectiveness of the trial. Our research partner is the Centre for Social Impact at Swinburne University of Technology, who will independently evaluate the effectiveness of collective giving in the workplace, publicly releasing a full report in mid-2020.

Technology collaboration with GoFundraise delivering new donors

March 2019 marked a year since the launch of Fundraising at Work, a joint venture between Good2Give and GoFundraise. This revolutionary workplace giving and peer-to-peer fundraising initiative has captured employee engagement and has resulted in a greater impact for communities around Australia and New Zealand.

There are some exciting trends, including the average amount raised per fundraising page is three times higher than outside the work environment. 95 per cent of workplace giving donations have been matched by companies - meaning charities receive double the money.

This data proves the power and impact Fundraising at Work can have in communities, charities and businesses. Fundraising at Work has seen growth in new workplace giving donors with more than 60 per cent of donors being new to this form of giving.

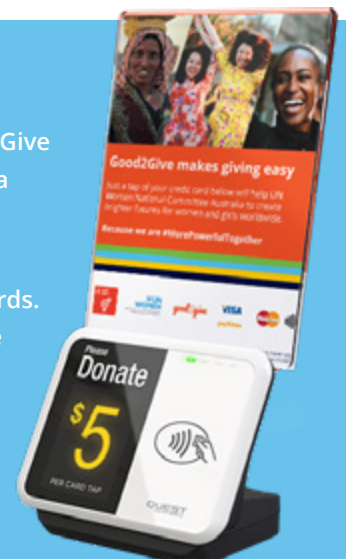
In addition to the increase of new workplace givers, almost 30 per cent have made additional donations. We are proud to have partnered with GoFundraise on the introduction of Fundraising at Work and look forward to what the next year brings.

Convenient and Innovative - Tap2Give

Good2Give continues to make giving even easier, with the introduction of the Tap2Give terminals in late 2018. The terminals are an end-to-end solution when paired with a Good2Give Foundation Account making it effortless to collect small donations.

As Australia moves more into a cashless nation, there is more reliance on credit cards. The Tap2Give terminals make it simple for donors to just tap their card and donate to supported charities or causes.

Good2Give clients have been using this innovative technology solution at staff and customer events to great success. Importantly, Tap2Give terminals are safe and secure with the latest encryption software installed.



Creating Brighter Futures with Suncorp



With over 13,000 employees and more than nine million customers, Suncorp is a leading financial services organisation in Australia and New Zealand. In 2018, Suncorp relaunched their employee giving program, Brighter Futures, to help support the causes their employees are passionate about. This program matches their employees Workplace Giving, fundraising, crowdfunding and volunteering efforts up to \$1 million each financial year.

Through Workplace Giving, Suncorp employees are supporting over 350 charities across Australia and New Zealand. As a result, Suncorp has been able to deliver over \$2 million since 2015 to local communities and they aim to boost that figure in the coming years.

Strengthening communities through Facebook



In 2018, Facebook created the Facebook Australia Groups Fund to support, empower and strengthen communities both offline and online.

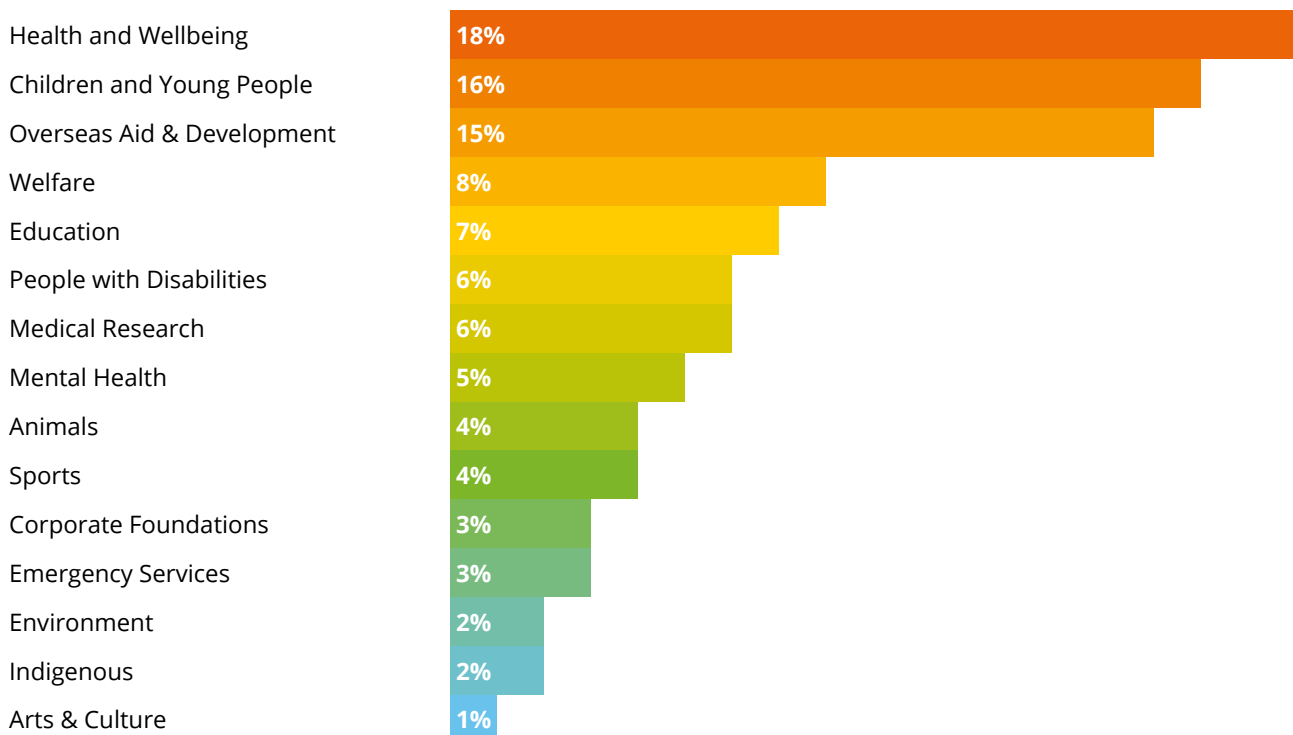
Partnering with Good2Give, Facebook provided individual grants of up to \$5,000 to Australian Facebook Groups around Australia.

This program has helped Facebook Groups such as Central West Mums, The Institute of Many and Deadly Yarnin' to create a greater positive impact in their community.

“Working with Good2Give allowed us to benefit from their grant-making experience.”

Alisha Elliott, Policy Programs Manager,
Facebook ANZ

Donations by cause area



2018/19 Giving Stats

Workplace Giving

867,014 workplace giving transactions totalling

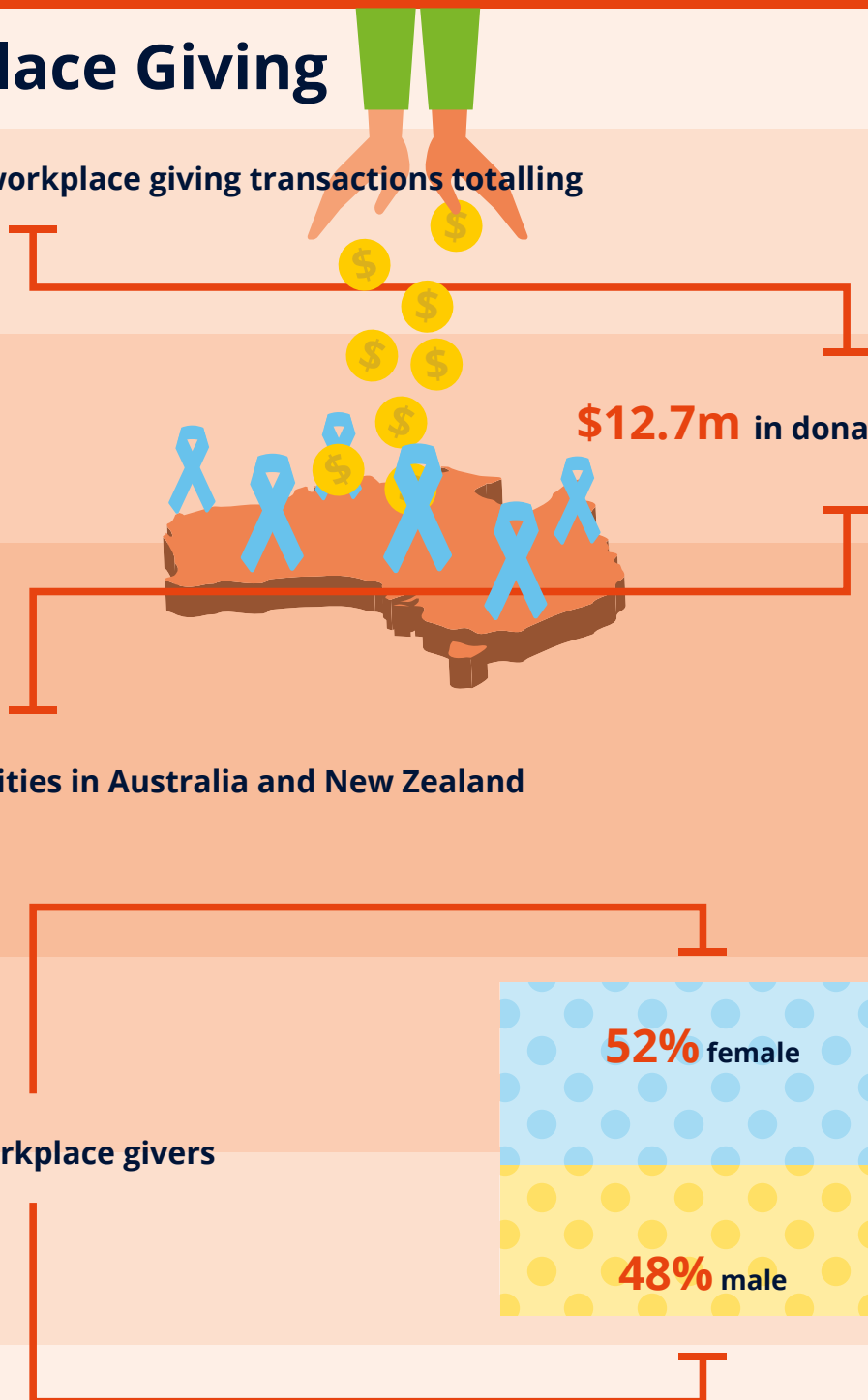
\$12.7m in donations to

1,694 charities in Australia and New Zealand

19,298 workplace givers

52% female

48% male

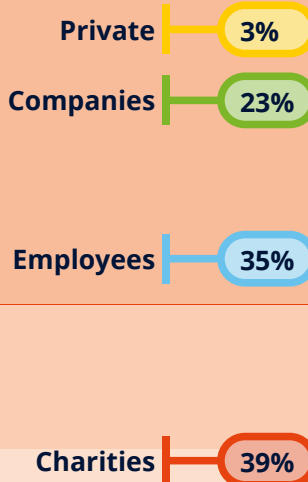


Grants

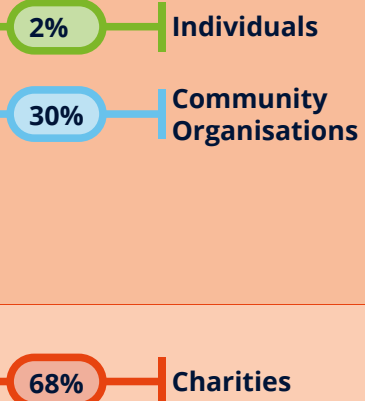
1,935 corporate grants awarded
for a total of **\$7.2m**

\$7,200,000

Recipients nominated by:

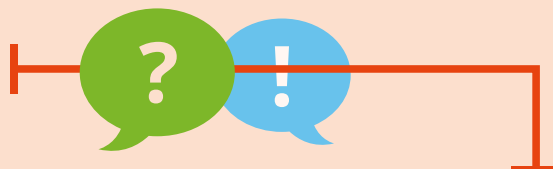


Recipients were:



Advisory

6 companies were advised on



8 programs delivering funds to

107 charity recipients



Acknowledgements

Our Supporters

Good2Give recognises the valuable financial, pro bono and in-kind support we have received from the following organisations in the last year:

- Baker McKenzie
- Boronia Capital
- Connecting Up
- Data Runs Deep
- Department of Social Services
- Disruptor's Handbook
- Edelman
- Good360
- Nikki Racco
- Perpetual
- Portal Consulting
- Suncorp

We are grateful to our voluntary Board and Committee members, Technology Advisory Group, and Research Committee members for the investment of their time and wisdom throughout the year.

Our Partners

Good2Give is a member of the CAF Global Alliance and we work in partnership with GoFundraise and LBG Australia and New Zealand.



Good2Give collaborates with various organisations across the community and business sectors including:

- Prime Minister's Community Business Partnership
- The Funding Network

We are members of:

- Community Council for Australia
- Fundraising Institute of Australia
- Philanthropy Australia



Good2Give
ABN 32 089 603 314

Sydney

12 Holtermann Street
Crows Nest NSW 2065

Melbourne

5/60 Railway Road
Blackburn VIC 3130

P +612 9929 9633
E info@good2give.ngo
W www.good2give.ngo

f facebook.com/good2give
t [@Good2GiveNGO](https://twitter.com/Good2GiveNGO)
in linkedin.com/company/good-2-give/
y youtube.com/good2give
i instagram.com/good2give