

Suncorp: Brighter Futures Matched Giving Program

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 that matter most to their employees.

Brighter Futures

Suncorp wanted to grow their employee giving program without adding more administrative work. They decided to reallocate funding from an employee-nominated grants program to their matched giving program which at the time supported employee fundraising. The new Matched Giving program supports employee workplace giving, fundraising, crowdfunding and volunteering efforts up to \$1 million dollars each financial year.

"Matching is 100 per cent guaranteed, up to our cap of \$1 million dollars each financial year which really encourages our employees to get involved." says Brooke Murray, Senior Advisor Corporate Responsibility at Suncorp.

"It is our way of recognising our people's efforts in the community and what they are passionate about".

Through the new Brighter Futures program, more employees can access financial support for the causes they care about.

Reaching out

With a strong relationship previously formed from the grants program, Suncorp sought out Good2Give's knowledge and expertise and to create a custom-built matched giving platform.

"Good2Give's technology enabled us to extend our Matched Giving program while reducing the administrative burden" says Brooke

"During the design of the platform, Good2Give provided expert advice to ensure the end product was fit for purpose"

"Suncorp aims to raise \$1 million dollars in matching each financial year. Good2Give provides us both strategic and tactical advice to engage more employees and give more to the community" explains Brooke.

The new Brighter Futures program has seen more and more employees signing up for their Workplace Giving and applying for matched giving of their fundraising, crowdfunding and volunteering each year.

By our people, for our people

During the relaunch of Brighter Futures, Suncorp selected 100 local champions across Australia and New Zealand to represent the employees in their local area and help grow participation.

Suncorp then enabled the local champions to select 16 local charity partners across Australia and New Zealand based on the causes that mattered most to the employees in their local area.

"I think the reason why the relaunched program is going well is because we took the time to really know our employees, what they care about and what they're already doing in their local community" said Brooke.

Suncorp employees are currently supporting over 350 charities and grassroots organisations across Australia and New Zealand through workplace giving, fundraising, crowdfunding and volunteering. As a result, Suncorp has been able to deliver over \$2 million to local communities in the past two years and looks forward to continuing to build on the great work of its' people.

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

good2give