

Giving Circles at Work

Research Report Summary

Good2Give recently initiated world-first research to test the concept of giving circles in the workplace. This research was undertaken by the Centre for Social Impact Swinburne University of Technology. Giving circles are a form of collective giving where donors pool their donations and decide on a charity or charity project to support.

This pilot program involved seven giving circles with each circle having up to 16 members. Member donations were matched by their employer, a unique benefit of Giving Circles at Work. The giving circles raised more than **\$45,000** which was donated to nine charities.

"My favourite part was hearing about the charities and the impact they are making."
- Giving Circle at Work member

"I felt a lot more invested in the outcome of what the money was going to be used for."
- Giving Circle at Work member

85% of participants found the experience to be positive.

Average annual donations of participants pre and post pilot increased by **43%**.

There is a compelling case to roll out Giving Circles at Work more widely.

BENEFITS FOR EMPLOYEES

82% of participants felt that giving circles provided an opportunity to make a positive contribution to the community.

The pilot also enhanced relationships with colleagues and resulted in a better understanding of the cause area and charities they were supporting.

BENEFITS FOR EMPLOYERS

Employees felt more satisfied, engaged and motivated which has a positive impact on productivity in the workplace.

Other company benefits included encouraging collaboration amongst staff, a positive atmosphere and fulfilling their corporate social responsibilities, including providing the opportunity for staff to give back.

BENEFITS FOR CHARITIES

The charities involved had a positive response to the giving circles as they provided financial support, raised awareness about their work and strengthened their relationship with the participants.

The Giving Circles at Work pilot showed a statistically significant increase in participants belief that charities play an important role in Australia.

To find out more about Giving Circles at Work, please visit;

www.good2give.ngo