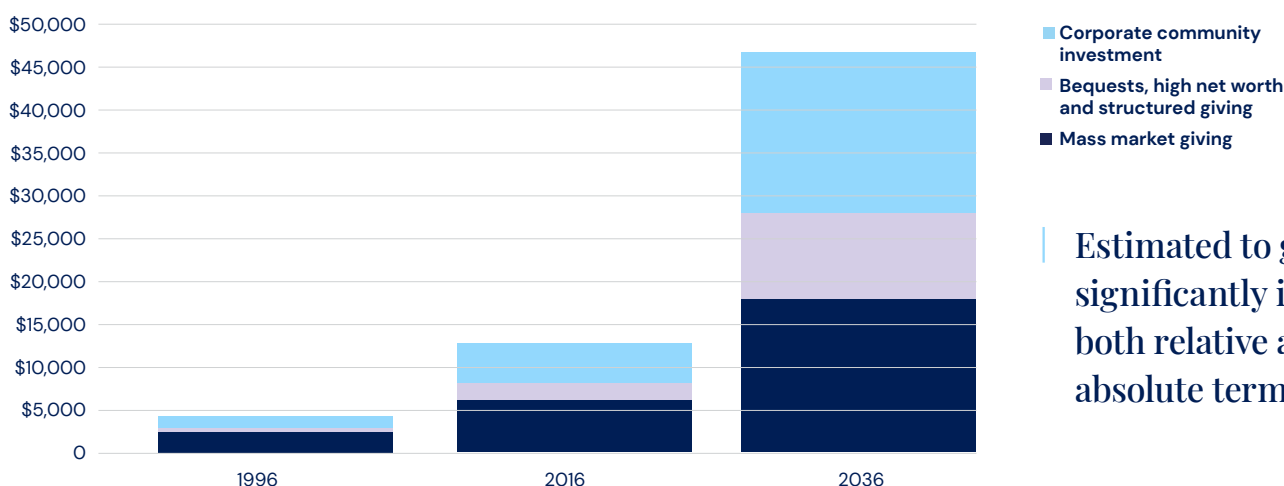


## Corporate Support Report Highlights

Corporate giving and community investment, alongside high net worth giving, is the fastest growing and least understood segment of social impact funding. By increasing knowledge and improving understanding, our hope is that this report will inspire quality partnerships between corporations and for-purpose organisations to create real, lasting positive change.

### Projected change in giving to for-purpose causes (\$m)

Source – ATO, ABS, ACNC, Giving Australia 2016, JBWere Philanthropic Services

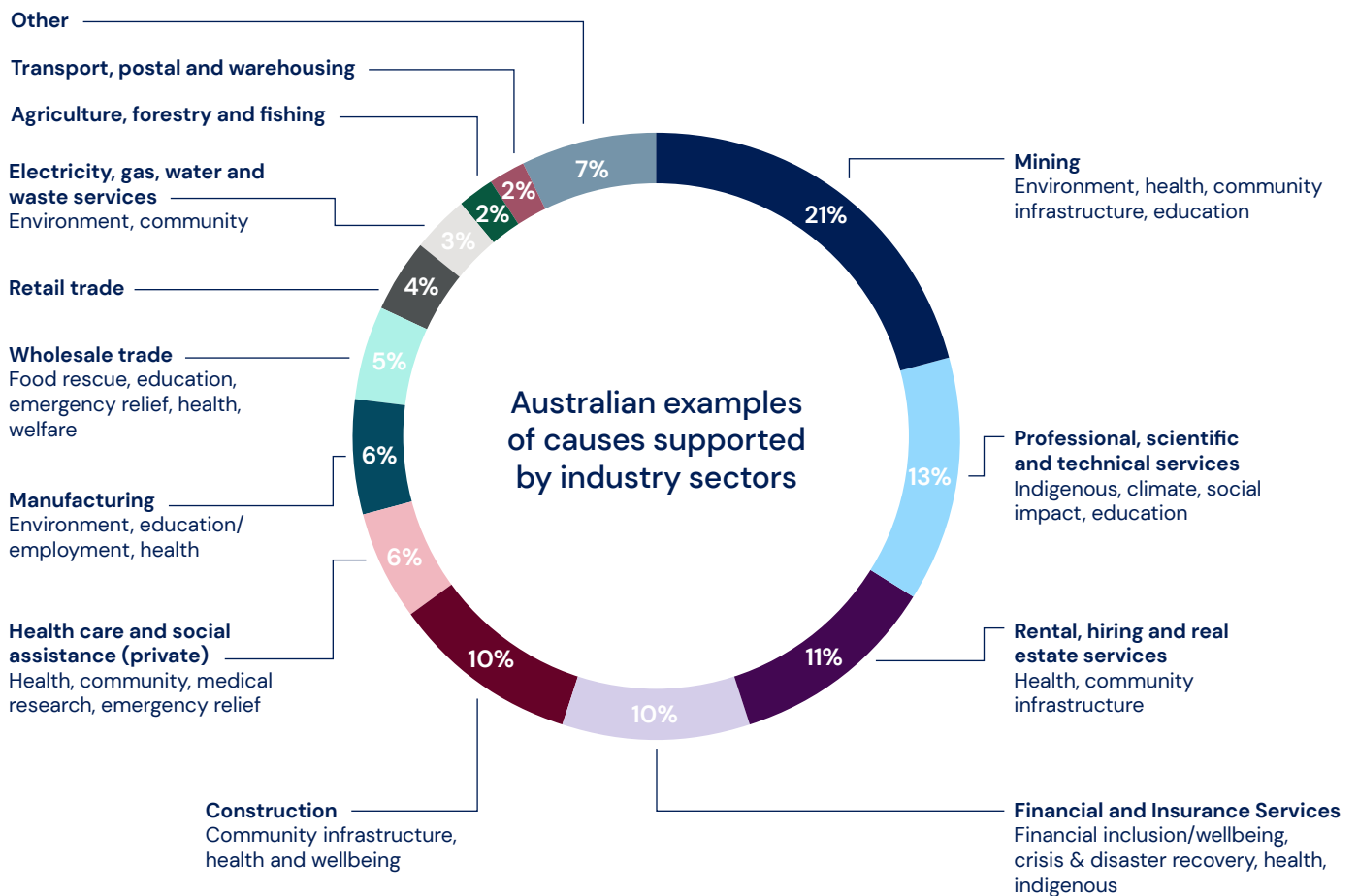


Estimated to grow significantly in both relative and absolute terms.

### Cash support

- Globally cash makes up 70–80% of support with approximately 1/3 coming from corporate foundations although this varies significantly by industry.
- In Australia cash is around 60% with **only 20% as direct donations** and the majority in partnerships.
- Understanding the various stakeholder groups for each industry and company provides an important link to the type of causes that may be supported.





Source: John Mcleod, JBWere Philanthropic Services

Globally, health and education are well supported. While this is similar in Australia, community development and environment are also well supported.

	Company	Community Investment (\$m)	Cause areas
1	BHP Group	\$234.1	Human capability & social inclusion, environment, education, indigenous communities
2	Coles Group	\$124.0	Food rescue, health, education, disaster relief, social welfare
3	CSL	\$74.3	Patient communities, biomedical research & education, emergency relief
7	National Australia Bank Group	\$52.6	Indigenous, natural disaster recovery, disadvantaged/social welfare, community sport
19	Cotton On foundation	\$18.4	Health, education, social & public welfare, human rights
20	KPMG Australia	\$17.5	Indigenous Australia, climate action, mental health, lifelong learning
26	Atlassian	\$13.4	Education
33	Star Entertainment Group	\$7.8	Emergency relief, community general and sport & culture
38	QBE Insurance Group	\$7.2	Health, climate action, poverty, vulnerable communities, emergency relief
45	AGL Energy	\$5.2	Education, environment, social welfare
50	Petbarn Foundation	\$3.5	Animal welfare

## Key Lessons:

1. The Corporate sector has a scale the charity sector can't match (20x annual income) and needs partners who are experts in 'purpose' to help them evolve – the opportunity is clear;
2. Know yourself and your partner: Understand each other's purpose, values, strategy, stakeholders and strengths; and
3. Build real trusting relationships: Anchored in transparency and accountability, so you can collaborate and co-create with an open mind.

**For further insights and information download the full report at [jbwere.com.au/corporatesupportreport](http://jbwere.com.au/corporatesupportreport)**

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