

Workplace Giving Donor Insights

2022 Research and Analysis by
Workplace Giving Australia



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Executive Summary

Research Context

Workplace Giving Australia is a charity focused on making giving part of everyday life. We recognise the importance of not-for-profit, corporate Australia, individuals and communities coming together to support worthwhile domestic and international causes. Australia has one of the highest rates of charitable giving by population and in the corporate sphere, yet there is a disconnect with how individuals engage with their employers in joint endeavours. This blunts the impact and is a missed opportunity to create more vital workplaces and stronger communities.

The overall value of payroll donations has dropped slightly since FY 2019¹, likely attributable to COVID-19's effect on the workplace. For this period, ATO data² showed a decline in the number of workplace givers for the first time since it began monitoring donations in 2009. This drop occurred exclusively in age groups under 50. This unusual trend reversal coincided with much higher-than-average employee turnover during the same period³, and as such, it seems reasonable to conclude that the events are correlated. Our recent research reveals, among other things, that workplace giving donors skew younger than average, so, unsurprisingly, donations through this platform diminished during this period.

To check the pulse of corporate employees, we surveyed 425 leaders and employees from large Australian commercial businesses (2,000+ employees) about their experiences and expectations for workplace giving. Separately, we surveyed 2,000 individuals to gain a broader view of workforce attitudes to giving and giving with their employers.

Five Key Insights & Actions for Corporate Australia

Combining the findings of our recent surveys and a review of previous research has allowed us to gain a more holistic understanding of emerging workforce trends, community expectations and an enhanced appreciation of the role of the corporate in philanthropy. From this, we have identified five key insights which will impact Corporate Australia and five recommended actions.

The Insights:

1. Your people are already giving – just not with you
2. Corporate support and involvement are not optional; it is expected
3. Workplace givers are more optimistic about their workplace and their employer than those working for organisations that do not offer workplace giving
4. Workers want their company to partner with them and not to parent them; “match my passion, match my money “
5. Demonstrable impact drives employee satisfaction, engagement and involvement

¹ See: "[Good2Give 2020/21 Annual Review](#)"

² ATO data for FY'21, Workplace Giving Australia analysis.

³ Australian Bureau of Statistics (January 2023), Labour Force, Australia, ABS Website, accessed 2 March 2023.

Passion Over Practicality: A Workplace Giving Overview

Workplace giving has become an expected offering in modern workplaces, with 80% of respondents expecting a company to have a workplace giving scheme in place. However, we know that around 4 million workers have access to workplace giving, out of 13.8 million Australians in the workforce (31%). 6,291 employers offer workplace giving from a total corporate population (excluding micro-employers) of 282,145 firms (2.2%)⁴.

At the same time, the expectations and demands of the employees on their employers have increased. The price of entry for the corporate is a payroll based system for pre-tax giving and provides the individual a convenient and straightforward way to give and automates the tax deduction process. However, this alone does not deliver success. It must also resonate as supporting a cause or causes aligned with the employees' emotional needs and their desire to reflect their perception of themselves as generous. Furthermore, it must also demonstrate real and reported impact to reflect the social expectations of the workforce community.

However, the benefits are significant. In terms of engagement and satisfaction, corporates that engage with their people correctly are more likely to be successful than those that do not. There are key strategies that the research highlights to reflect individual generosity, which summons an invitation to the corporate sector to do more – for example, 62% of employees report that they were encouraged to donate because the business matched the donation. We also see that many of those engaged through the workforce can see themselves doing even more if higher corporate support is offered and promoted.

Why Employers Should Take Note

- Employees expect a WPG program, 85% of the survey respondents say it is personally important that a company has a workplace giving program in place, and are already giving outside of the workplace. Companies that don't offer workplace giving are putting themselves at a disadvantage when it comes to employee satisfaction and attracting talent
- Workplace giving is linked with stronger connections, self-identity, and an increasingly social aspect (team fundraising, community engagement, organisation-wide culture and DNA of giving). Following the pandemic and the rise of remote work, this social connection is increasingly important for employee engagement and retaining talent
- Workplace giving allows companies to add value and build partnerships with the communities they serve, through maximising impact with donation matching and engaging with consumers based on values and ESG (Environmental, Social, and Governance) initiatives, with consumers taking philanthropic activity into consideration when making purchasing decisions. 64% of those surveyed would be more likely to buy a product or service from a company leading in philanthropy.

⁴ ATO data for FY'21, Workplace Giving Australia analysis.

Insight 1: Your people are already giving – just not with you

Between 65% and 80% of Australians actively give to charity⁵. Of the workforce surveyed, 80% of adults reported involvement in charitable giving, with 44% giving over \$100 per year with the average donation being \$850 per annually. The ATO 2021 data also shows that the average payroll giving amount per annum is \$253⁶. This provides further evidence that even when involved in payroll giving, the individual is likely to be giving elsewhere without engaging their employer.

Work done by Workplace Giving Australia shows that the minimum average participation rate for organisations with an effective and active employee giving program is 25%, with exemplars in the 70% plus range. For those who may have invested in a platform but not in any actual engagement program, the participation rate is less than 4%.

Additionally, almost 25% of the Australian workforce is involved in volunteering, albeit many for not-for-profits such as sporting bodies rather than for⁷ sporting bodies. Further, it has been estimated that 15% of employees have participated⁸. Consistently, the major drivers for this engagement were to do something worthwhile and to help others in the community. The primary trigger for involvement was knowing someone involved or having been asked.

5 CAF Global Giving Index 2022 (65%); McCrindle Research Report 2023 (80%)

6 Workplace Giving Australia analysis; ATO data 2021

7 Volunteering Australia Key Statistics 2022 Update

8 Corporate Volunteering in Australia: A Snapshot – LBG Corporate Citizenship + Volunteering Australia

Insight 2: Corporate support and involvement is not optional; it is expected

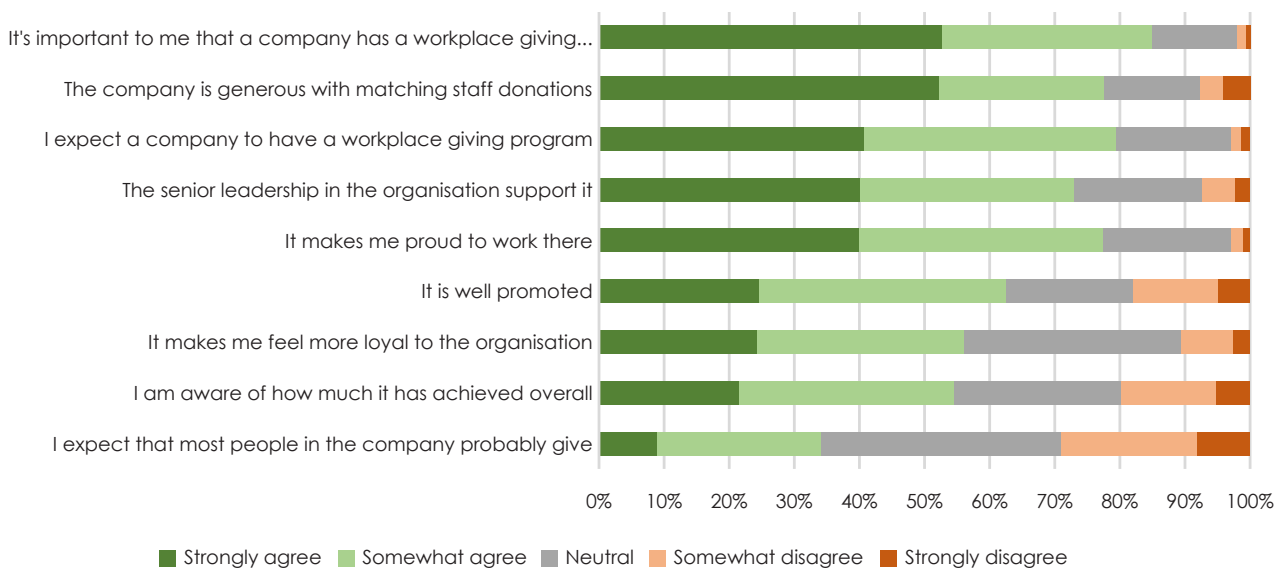
While for many who established their business outlook in the late 20th century, profit and shareholder return was the guiding mantra, there has been a strong return to the pre-Friedman economic view that the success of an enterprise is dependent on recognising and satisfying multiple stakeholders, including the employees and the community more broadly. While some in leadership roles may still model their approach on the likes of Jack Welch, there is a notable return toward corporates being expected to take up their responsibilities to be members of the communities in which they operate. For those who do not, it is clear that they will not only lose the 'war for talent', but they will lose the war for their customers, clients and consumers, and ultimately, their longevity.

The 2022 Employee Workplace Giving Research shows that the relationship between not-for-profits and business is increasingly vital, expected, and essential for corporate success.

- 84% of respondents say engagement with charities and good causes is more important than ever
- 79% believe that companies have a social responsibility to set standards of ethical behaviour by actively engaging in philanthropy
- 62% would be more likely to recommend a company that was a leader in corporate philanthropy (over 70% for Gen Z)

Moreover, the expectation is that the employer will involve and engage with its workforce in its philanthropic efforts.

- 69% say charitable engagement is important for employee engagement
- 85% say it is personally important that a company has a workplace giving program in place
- 70% of the workforce believe that involvement in workplace giving has a positive effect on organisational culture
- 46% of managers said job candidates want to know how the organisation supports good causes



Importantly for leadership, the demand of their workforce is reflected by the community's attitude to an organisation's goods and services. This is not surprising given that the community comprises members of the workforce and their families. Still, it is timely to note that this sentiment is increasingly included in buying decisions. So, while price and quality remain important, successful firms of the future will need to consider the impact of their broader connections to the societies in which they operate.

- 64% of those surveyed would be more likely to buy a product or service from a company leading in philanthropy
- 37% would be prepared to pay 10% more to support a company that supported the community (and 45% of these would pay 20% or more)

This is not new news. Over 69% of Australians give financially to charities, so it might seem obvious that they would support these same charities through their buying decisions if given the choice⁹. And recent studies have again emphasized this truth; McCrindle's 2023 survey confirms that while the price is still the leading driver (at 85%), the alignment of brand authenticity, community connection and brand value features significantly for 61%, 45% and 41% of the population respectively. This is even more true of the younger generations (GenZ, for example, is 2.4 times more likely to value and choose based on community connection than Baby Boomers)¹⁰.

It is worth noting that, perhaps as a result of the COVID-19 context, over the past two years, companies have been more focused on supporting staff internally rather than supporting their people's vision for a healthier community.

- 45% state that their organisation has been more focused on supporting staff than charities
- 42% believe their organisation should be doing more to engage with charities and good causes.

The recent trend towards 'the great resignation' and 'quiet quitting' have been attributed to this behaviour in some sense. Particularly amongst younger generations, the evidence suggests that the transactional response driving this behaviour rather than seeking a sense of shared identity precisely reflects the behaviours rejected, which have led to employee disquiet¹¹.

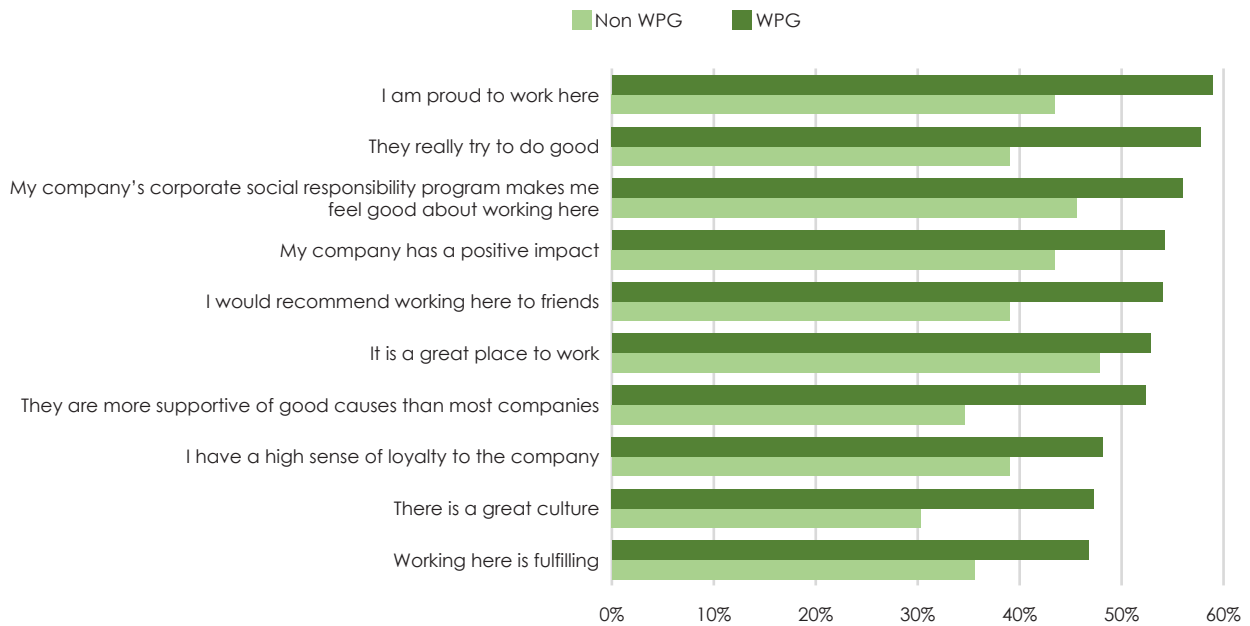
9 CAF World Giving Index 2022

10 "The Future Donor" McCrindle Research 2023 (Mark McCrindle, Sophie Renton and Joshua Chan)

11 "Great Attrition or Great Attraction" McKinsey Quarterly, September 2021 (Aaron de Smet, Bonnie Dowling, Marino Mugayar-Baldocchi and Bill Schaninger)

Insight 3: Workplace givers are more optimistic about their workplace and their employer than those working for organisations that do not offer workplace giving

In the battle to attract and retain staff, this can make the difference between success and failure. We also know that this connection and involvement with the employer improves retention, reduces cost and positively impacts productivity and related aspects such as innovation.



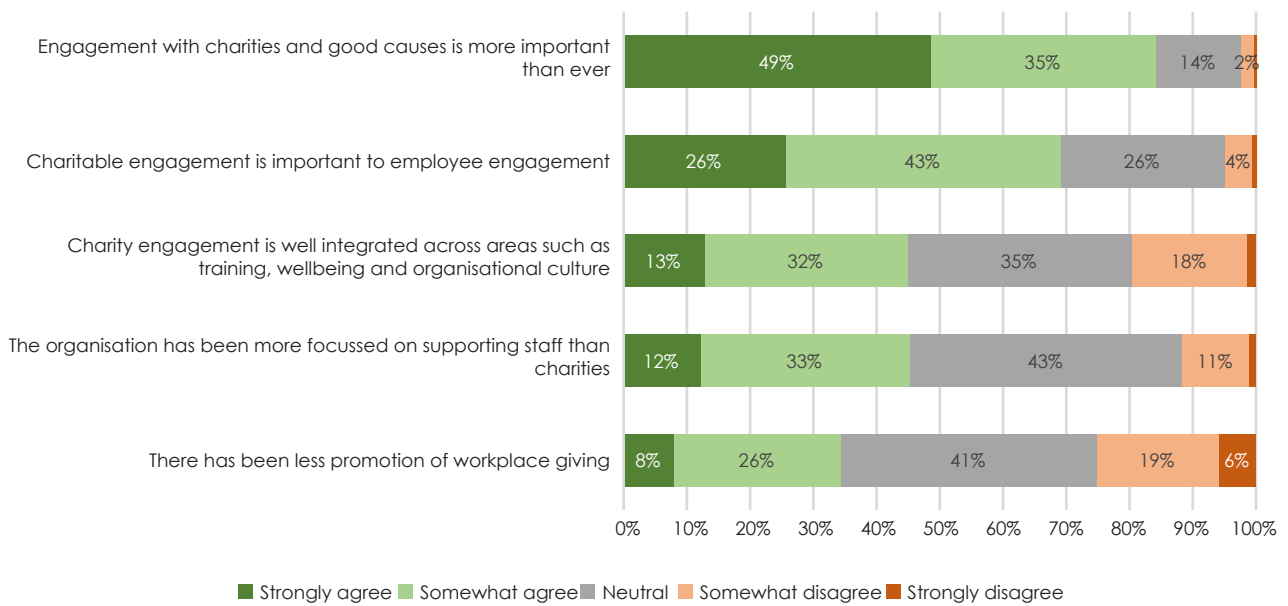
There is a remarkably high level of job satisfaction amongst workplace givers. Even work fulfilment, the lowest score, is still at 85% agreement, with almost half strongly agreeing. This contrasts with the broader Australian average of 73% agreement, with 29% strongly agreeing¹².

A large and increasing number of corporates in Australia are engaging in corporate philanthropy or giving. While the number is hard to pin down, it is estimated that over 70% of corporates between small to large (excluding micro) are actively engaged¹³, over \$1.2bn being provided by the top 50 corporates alone¹⁴ resulting in over \$17.5bn overall and over 1400 companies being signed up to “pledge 1%”¹⁵. Hence, with over 69% of employees involved in giving and 85% of corporates¹⁶, one might expect a great joining of cause in this area.

12 Cassells, R. (2017). Happy workers: How satisfied are Australians at work?. Bankwest Curtin Economics Centre.
 13 The Australian Institute of Health & Welfare (AIHW) Philanthropy and charitable giving snapshot 16 September, 2021 – “Business Giving and Volunteering” The Australian Centre for Philanthropy and Nonprofit Studies, QUT, Commonwealth of Australia (Department of Social Services) 2017 and Centre for Social Impact Swinburne, Swinburne University of Technology
 14 GivingLarge Report 2022 (Strive Philanthropy – Jarrod Miles)
 15 Per “What Corporate Giving Looked Like in 2021” Fundraising & Philanthropy 7 December, 2021
 16 Based on companies employing over 200 staff – this figure drops significantly when smaller firms are included.

However, this combination is not seen in practice; less than 2% of the 13.8 million working Australians are involved in workplace giving. It is unsurprising that a significant number of those surveyed, including management levels, believe that philanthropy is important for employee engagement. But there is much room for improvement.

- Over half of the respondents responsible for shaping ESG agenda do not see workplace giving as a high organisational priority
- 72% of managers recognise they could do more to encourage participation
- Equip managers with tools and targets to increase participation (knowing it correlates to more favourable attitudes)

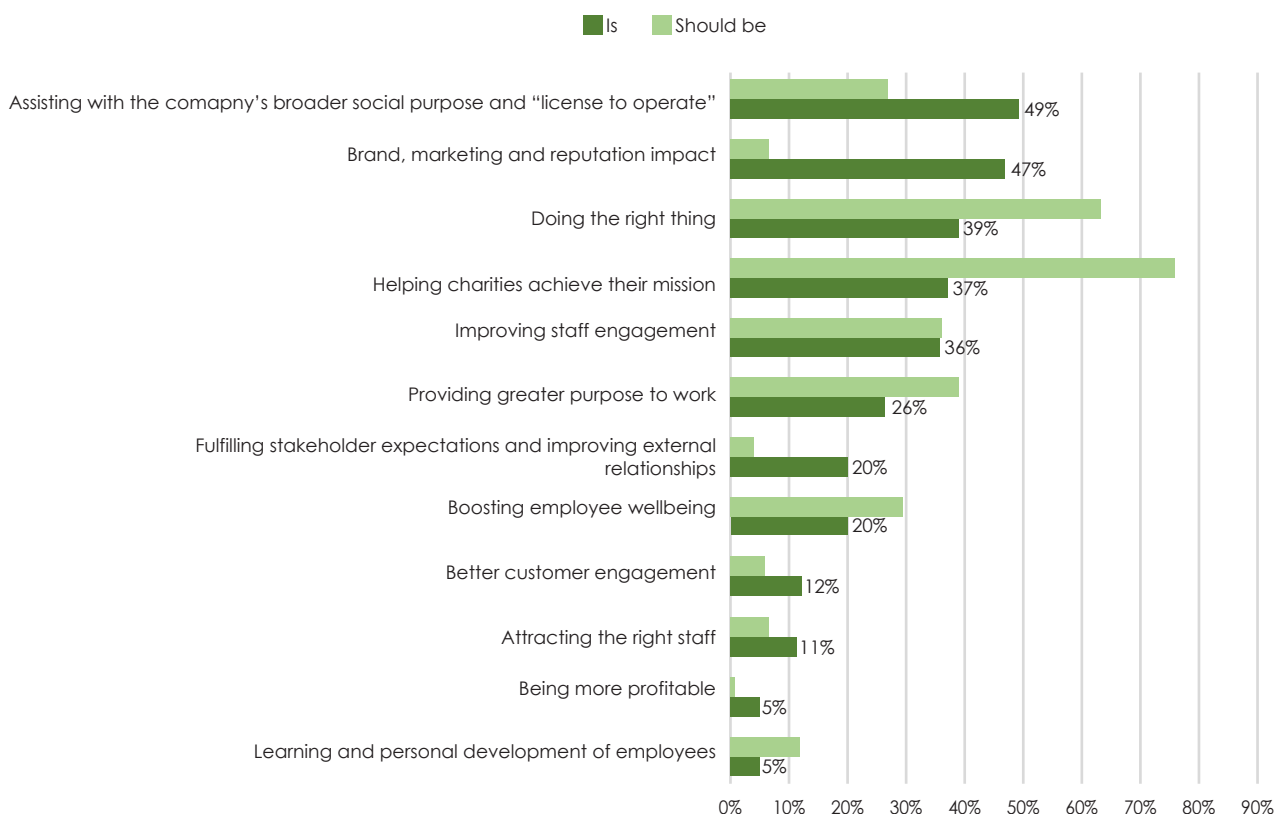


Insight 4: Workers want their company to partner with them and not to parent them: “match my passion, match my money”

Corporate Partnering Not Corporate Parenting

Workers ascribe reason to their employer organisation’s involvement in philanthropy. Their perception is misaligned with their expectation of why and how it should be implemented. When they were asked to rank the top 3 benefits on a randomised list both in order of what they believed the reasons should be and the reason they thought truly reflected the motive, the misalignment was stark. The motivational benefits to the business centred on corporate benefits such as the licence to operate and brand, marketing and reputational benefits. By contrast, the workforce wants the benefits to be more altruistic, such as helping charities achieve their mission and creating greater purpose to work.

There is also a notable gap in boosting employee well-being. Yet, work in philanthropic psychology shows that not only does giving help people feel better and can enhance their sense of self-identity, and for younger people, this is often associated with connection and belonging.



Match My Passion

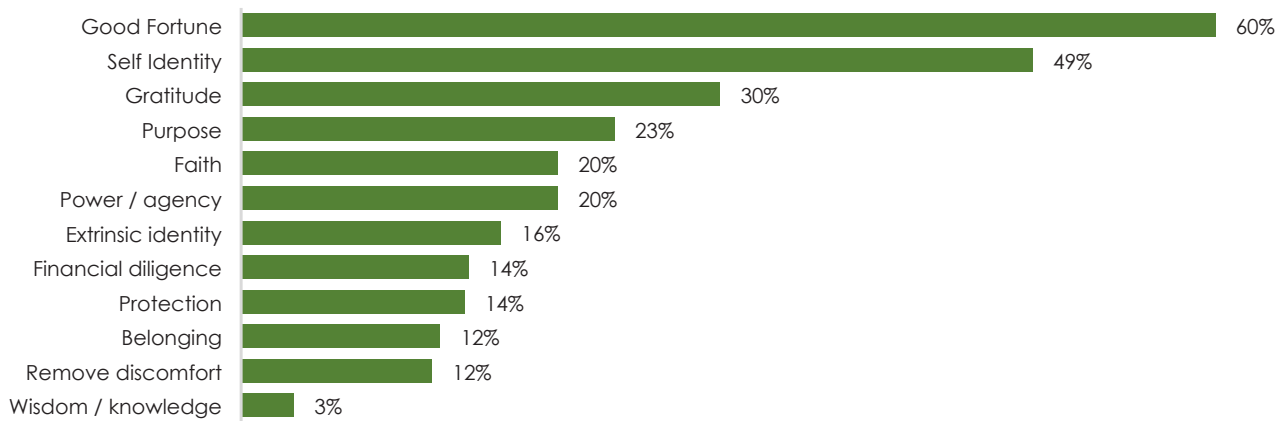
“You need to have a passion for a cause. It is a matter of reaching that passion for different staff members. A team building day that explores people’s passions outside of work may be a way to encourage people to give.”

Research respondent

The mechanism through which people choose to donate is important but not as valuable as knowing “what donating does for them” if the outcome sought is engagement. In exploring this aspect, the survey audience was asked about options for giving and the impact on them as the giver.

The results show that workers see giving in the context of:

- expressing their good fortune (60%),
- reinforcing their values (49%) and,
- reflecting gratitude for the efforts of others to create change (30%)¹⁷



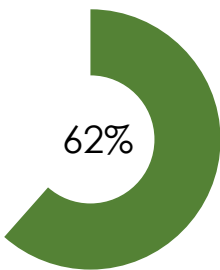
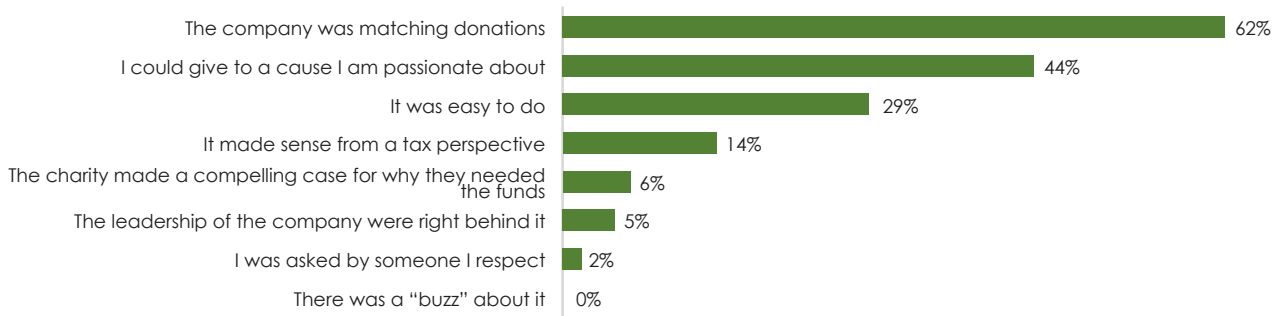
Charity Tip

Workplace givers are 50/50 on head v heart; younger workplace givers are more heart than older; your younger is more head than other broader younger donors. Workplace givers are slightly more future-oriented (your older are more “now” than other older donors)

¹⁷ Recently released research by McCrindle (op cit) suggests that 90% of active donors feel a sense of responsibility to support charities that make a difference to others

Match My Money

When asked about the motivation to engage in workplace philanthropy, matching was cited as a primary driver (62%). While the primary driver for giving, passion for the cause was ranked second for engaging with their employer through workplace giving at 44%. Surprisingly, much lower in the results was the more rational “it made sense from a tax perspective” (14%), despite this being the most common encouragement to the workforce to engage.

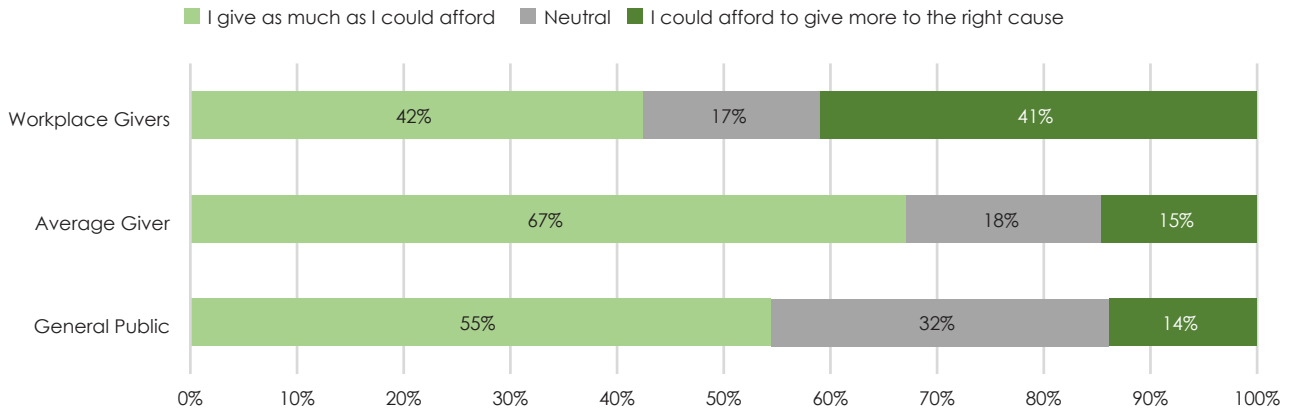


Matching remains a primary driver and is more critical than tax and ease, with 62% saying it was what most encouraged them to begin giving.

“Have donation “specials” where more than the norm is matched when donating during a particular period, e.g. 150% matching (up to a limit) for Charity A in the month of June.”

Research respondent

Our platform-based analysis supports the survey findings. Where the employer offers to match, the workforce's engagement increases on average by over 12%, and the annual amount donated by the individual also increases (2.1 times). Hence, our findings point out that while workplace givers are positively engaged, they are also prepared to do more if their employer joins them through matching. It is also notable that for millennials who already give as much as they can afford, half of them would volunteer if provided the ability to do so through their business.



Permission To Push

It is interesting to note that not only is the involvement of the Corporate expected, but there is also a strong indicator that the employer has permission to push for social engagement, extending even to 'opt-out' and supporting mandated choice.

- Form passion groups where staff work with charities to determine how funds are used (80% support)
- Run a Donate a Day campaign to encourage people to donate a single day's pay (72% support)
- Automatically include staff in workplace giving after clear communications and preferences (46% support but 24% opposed)

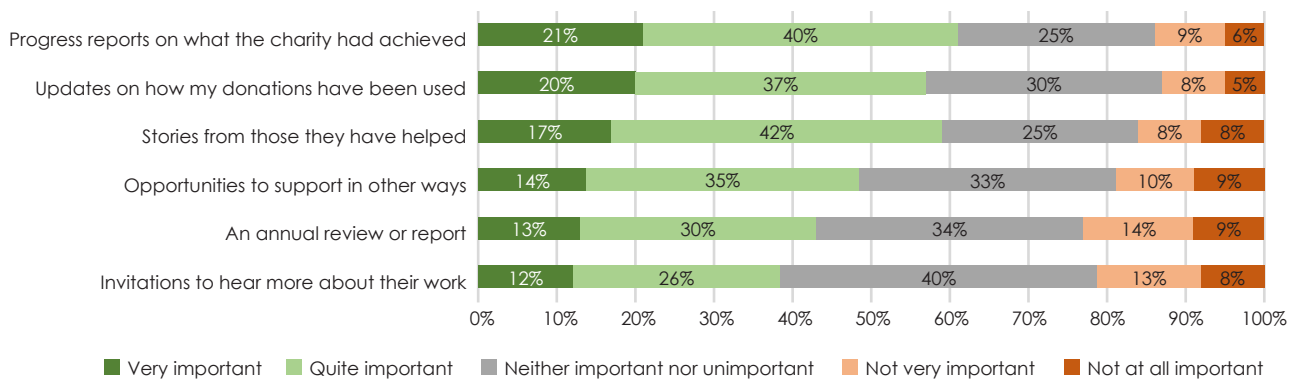
Insight 5: Corporate employers have a significant role in reporting the impact from the charities supported

Illustrate Impact

“Milestone funding info with partners - because of this funding, the charity was able to...”

Research respondent

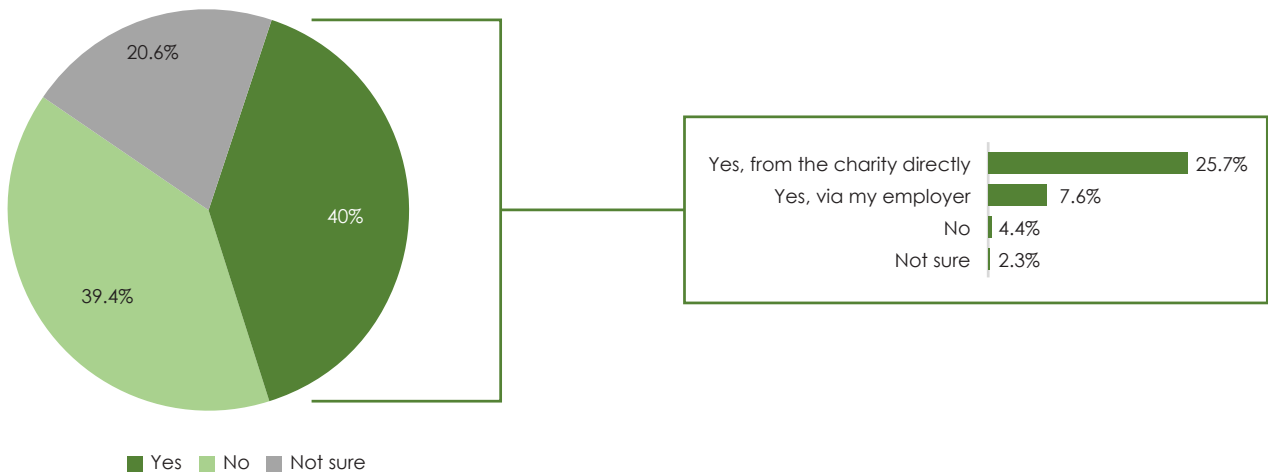
People are inspired to give to a cause they are passionate about. However, they are compelled to continue giving when they see the difference they have made. Over 60% of workplace givers say receiving progress reports on what the charity has achieved is important. A similar number seeks a combination of updates on how donations have been used and stories from those they have helped. This aligns with the emotional drivers to give, including referencing self-image.



Despite this, only 40% of those giving through the workplace choose to receive communications from the charities they support. Even then, the satisfaction with what they receive is low, with only 21% strongly agreeing that they were aware of their impact.

This tells us that the employer has a role in ensuring those involved are kept abreast of the impact.

Have you chosen to receive communications from the charities you support through workplace giving?



The choice of 60% of the workforce to opt out of direct communications puts this burden onto the corporate employer to work with the charities to bring the impact to the workplace if the outcome is to maintain the engagement of their people.

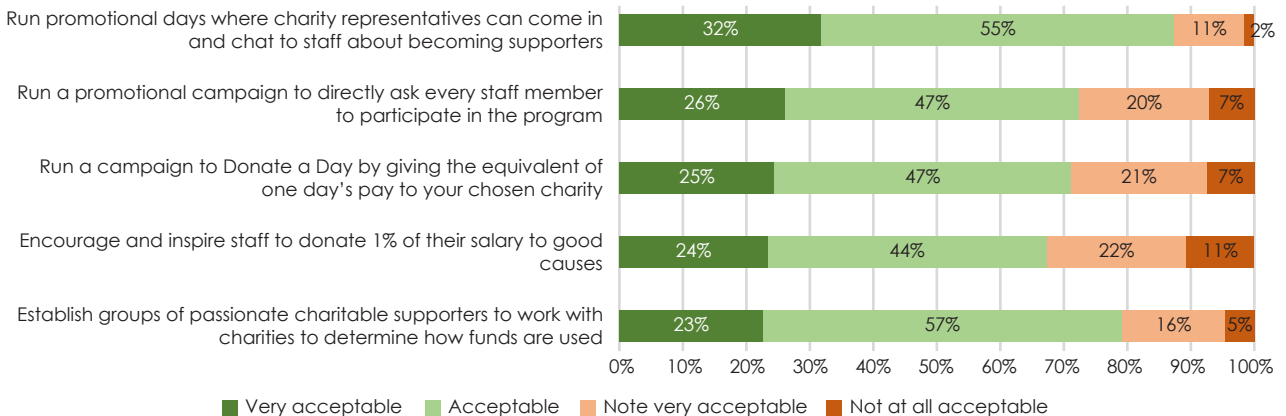
“Making it more visible in person. A lot of content is available online but that becomes part of the noise. Having a session with charities in person in the office makes it more real.”

Research respondent

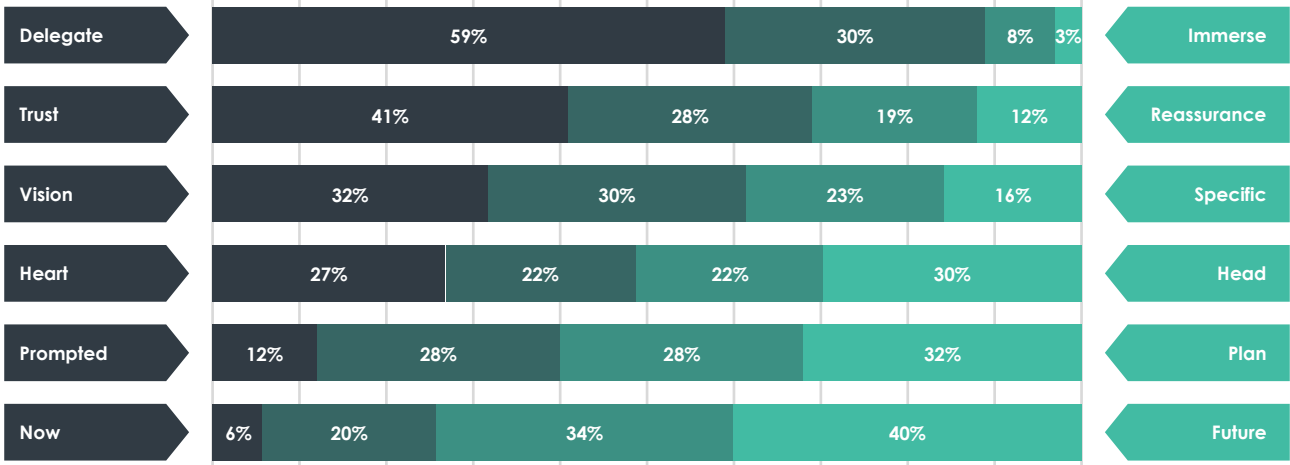
The survey responses support this role for their employer in partnering with the charities to create engaged impact reporting, including:

- 87% support for charities showcasing their work in the workplace
- 73% support for internal promotional campaigns that ask every staff member to participate

Q11.2 - Many organisations/companies and good causes are eager to encourage more people to participate in workplace giving to help make a difference.



Workplace givers spend more time on decision-making before donating but are much more hands-off once the decision has been made. This doesn't mean they don't require updates, as they are only slightly more trusting than the average donor, but they are less likely to desire or expect direct charitable engagement.



| | | | |
|-----------------|---|---|--------------------|
| Delegate | I am happy for the charity to "get on with it" on my behalf | I immerse myself in understanding the work of the charities I support | Immerse |
| Trust | I have high trust in them to do the right thing with my contributions | I like reassurance they are doing the right thing with my contributions | Reassurance |
| Vision | Supporting the vision of the charity | Supporting a specific outcome or project of the charity | Specific |
| Heart | I donate with my heart to make things better | I see my donations as an investment in a better world | Head |
| Prompted | I give when prompted or asked | I have a plan for when and how much I will give | Plan |
| Now | I want to solve immediate problems | I want to see long term solutions | Future |

About the Study

Good2Give offers a technology platform for employers so they can more effectively manage their workplace giving program.

This study represents the results of a survey conducted between May and July 2022, which was graciously distributed by our clients to their staff bases. The survey was completed by 367 employees across numerous areas of industry. The results were compared to ten surveys from other charitable supporters conducted by More Strategic in 2022. In total, the data set includes responses from 31,936 respondents.

References

- [Good2Give 2020/21 Annual Review](#)
- De-identified ATO data for FY'21 (Provided on request)
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- [CAF Global Giving Index 2022](#)
- McCrindle Research Report 2023
- [Volunteering Australia Key Statistics 2022 Update](#)
- [Corporate Volunteering in Australia: A Snapshot](#) – LBG Corporate Citizenship + Volunteering Australia
- “The Future Donor” McCrindle Research 2023 (Mark McCrindle, Sophie Renton and Joshua Chan)
- [“Great Attrition or Great Attraction”](#) McKinsey Quarterly, September 2021 (Aaron de Smet, Bonnie Dowling, Marino Mugayar-Baldocchi and Bill Schaninger)
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- GivingLarge Report 2022 (Strive Philanthropy – Jarrod Miles)
- “What Corporate Giving Looked Like in 2021” Fundraising & Philanthropy, 7 December 2021

About Workplace Giving Australia

The Workplace Giving Australia belongs to a group of three charitable organisations with the uniting purpose of making giving part of everyday life in Australia and New Zealand:

- [Workplace Giving Australia](#) which represents the advocacy and advisory work engaging with workers, government, charities and corporate Australia to promote and enable workplace giving;
- [Good2Give](#) which provides consulting, technology and support services to corporations and charities to enable payroll giving, grants and foundations;
- [ShareGift Australia](#) works with individuals as shareholders and corporates on corporate work's financial and transactional aspects to enable share and related philanthropy.