



The Smith Family

Workplace Giving Australia Awards 2023 Winner

Best Payroll Giving Program

Workplace Giving Program Case Study



The Smith Family Workplace Giving Program Summary

The Smith Family (TSF) is a national children's education charity helping young Australians to overcome educational inequality caused by poverty. They support children at every stage of their educational journey, from early childhood through to the completion of their studies. Their 622 full time staff members are on the ground in 91 communities, working with 764 partner schools across Australia. The communities have been identified as having higher concentrations of families living in economic disadvantage and are across all states and territories. They currently support almost 60,000 students on the flagship Learning for Life (LfL) program.

From The Judges

"Strong rationale, catchy, crowd-sourced program title, good thinking to overcome barriers, wide stakeholder engagement noted, good materials."

Brighter Future Fund Program Details

Making a difference is at the heart of all their work. Whilst the work they do at The Smith Family (TSF) is so important, they knew that there were other charities doing similarly valuable work that their employees may also like to support to help create social change in their communities. They also wanted to be able to lead by example for the organisations and companies that support them through their own Workplace Giving (WPG) programs and be able to offer reliable advice and tips from the learnings. It is a lot easier to guide an organisation through the launch if they have done it successfully themselves. Additionally, they desired a program that would resonate with all staff and create a positive WPG culture, so they put it out to the team to submit name ideas, which is how the 'Brighter Future Fund', or 'BFF' for short, was created.



Implementation Of The Brighter Future Fund Program

Planning

Developed project plan of key actions and a timeline for completion, with a specific program target of increasing staff participation over 2023. Identified key stakeholders.

Promotion

Refreshed existing promotional resources and created new resources where required – sign-up guide, tutorial videos, Good2Give Employee Centre, WPG page on TSF intranet, posters, certificates, logo lockup. A TSF executive - Head of Fundraising (HoF) - volunteered support and engaged staff in decision making process through two Yammer posts. Developed incentives for participation, in lieu of matching - 'BFF' badges and mugs with logo lockup design.



Relaunch

Hybrid lunch & learn event, with a variety of speakers: HoF, TSF student speaker, Cancer Council NSW speaker.

Ongoing promotion

Added WPG into onboarding process – HR emails, training modules and quarterly induction sessions. Introduced WPG champions and Yammer community.

Assessment

Monitoring attendance of quarterly sessions and assessment of program scheduled for one year post relaunch.

Results Of The Brighter Future Fund Program

- Participation increased by 500% between March 2022 – August 2023 (9 participants to 45)
- Monthly donations increased by 290% from March 2022 – July 2023
- Annual donations from FY22 to FY23 nearly doubled
- Number of attendees at relaunch event = 90+ (90 attendees recorded but they had meeting rooms dial in from interstate and were unable to record number of people in those rooms)
- 28 new TSF staff attended the first WPG induction session in July for all staff that started between April-June. The next session is scheduled in October, for all new staff between July-September
- 5 WPG Champions were instated across offices in 3 states – NSW, QLD and TAS. Continuing to actively seek new WPG champions in their quarterly induction sessions
- 17 charities supported through TSF donors, across 9 cause areas: children, domestic and family violence, education, emergency services, environment, health, welfare, indigenous, and international aid
- 27 TSF children sponsored by staff through TSF's own Learning for Life Program
- Mugs, badges and certificates sent to new participants across offices in most states which have grown WPG culture and have acted as excellent conversation starters.

"It is an honour to be nominated for this award, which is great recognition of the commitment, dedication and generosity of our team members, and their commitment to leading by example for all of our corporate partners. Workplace giving is an important and straight-forward way for our employees to support causes which are close to their hearts"

*Lisa Allan,
Head of Fundraising, The Smith Family*



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