

CAF Australia

Mobilising Employees in Disaster Giving

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10 November 2011

Charities Aid Foundation - CAF

- CAF is a not-for-profit organisation
- Founded in 1924 in the UK; and 1999 in Australia
- International offices
- Donations:
 - Australia: \$11million to around 1000 not-for-profits locally and internationally
 - Globally: \$580million to more than 50,000 not-for-profits in 130 countries; \$1.6million per day
 - UK: 20,000 charities bank with the CAF Charity Bank
- CAF Australia does not charge charities for receiving donations

CAF works to increase the flow of funds to the not-for-profit sector to ultimately help transform lives and communities around the world.

CAF & LBG

- CAF UK & LBG connected since 1996 – with CAF providing knowledge and funding to support publications to benefit the growth of the sector
- CAF continued to develop the concept of Corporate Community Investment, promoting the need for Measurement in the sector and the services of LBG
- Today CAF continues to work closely with LBG collaborating on projects from time to time
- In Australia, we are looking for ways we can work together to deliver better reporting tools

CAF Disasters, Donors & Giving Research

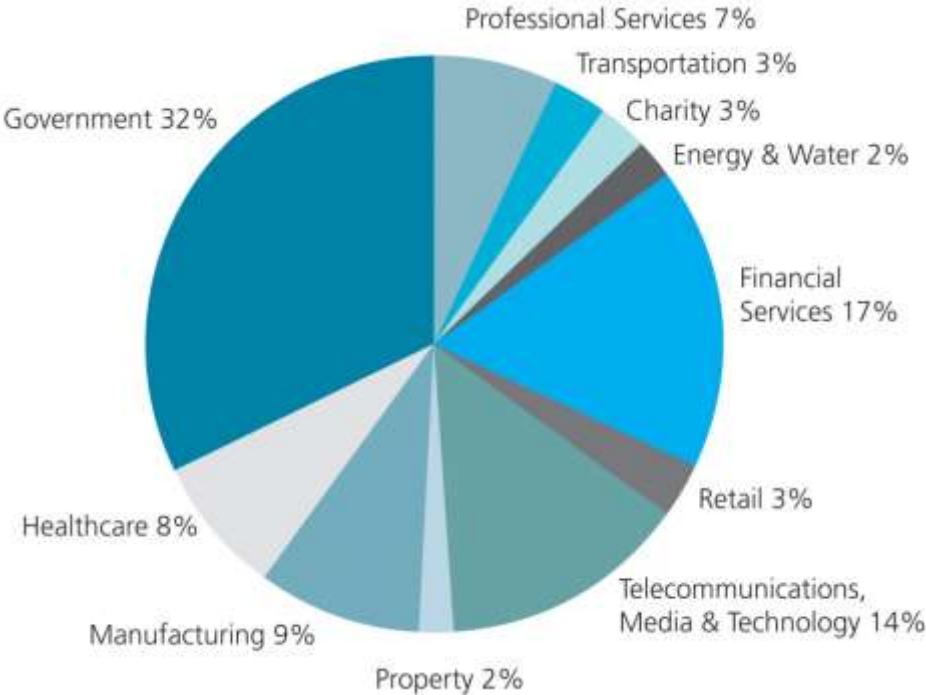
April 2011
Key Findings

Executive Summary

- Employers Need a Disaster Appeal Strategy
- Donors want Charity Choice
- Convenience and Employer Donation Matching Drive Donations
- Workplace Giving Donations are Stable
- Charities Communicate Poorly to Workplace Giving Donors
- Workplace Giving Needs Promotion

Methodology & Analysis

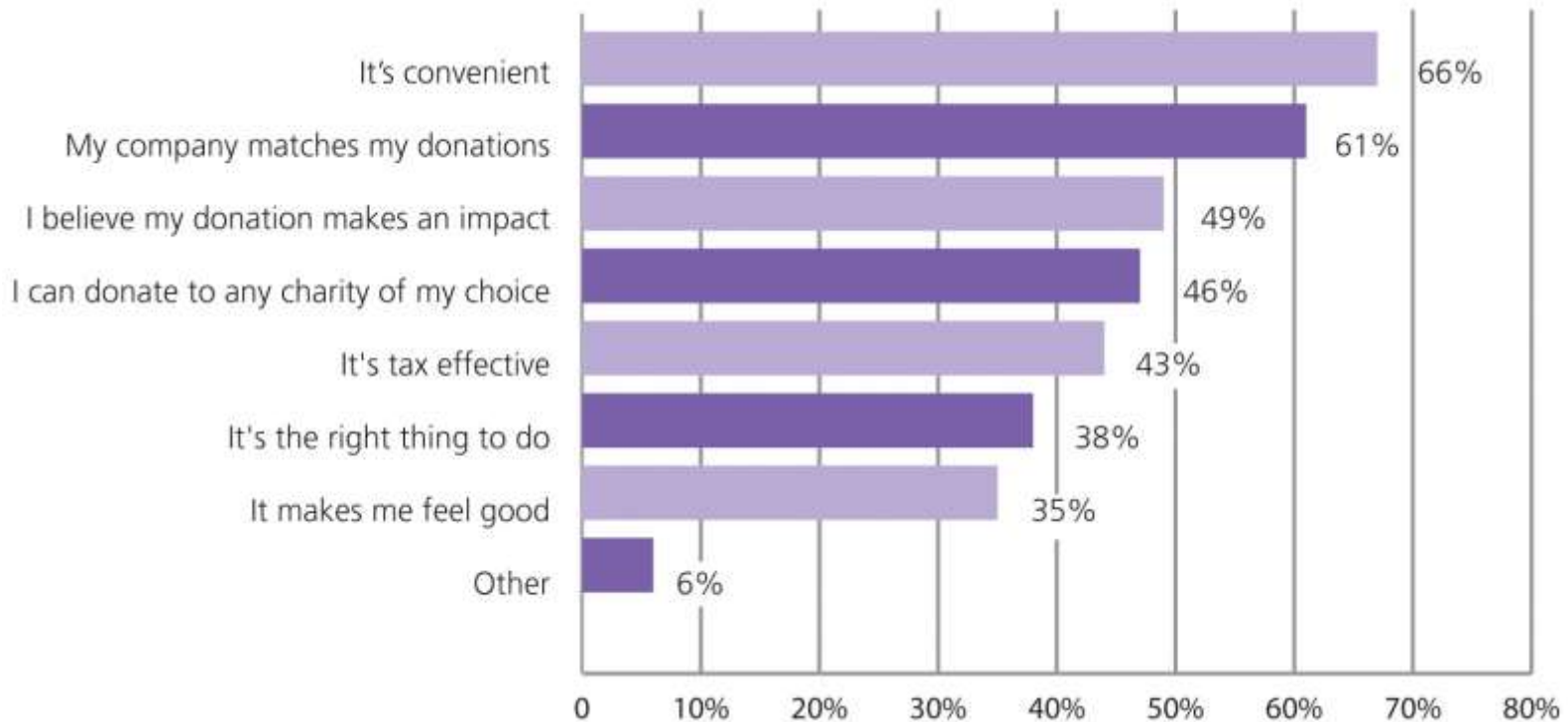
- 1045 respondents
- 59 CAF client organisations – corporate and government
- Analysis cross tabbed with Age and Income
- Split by sector:



Some Participating Companies

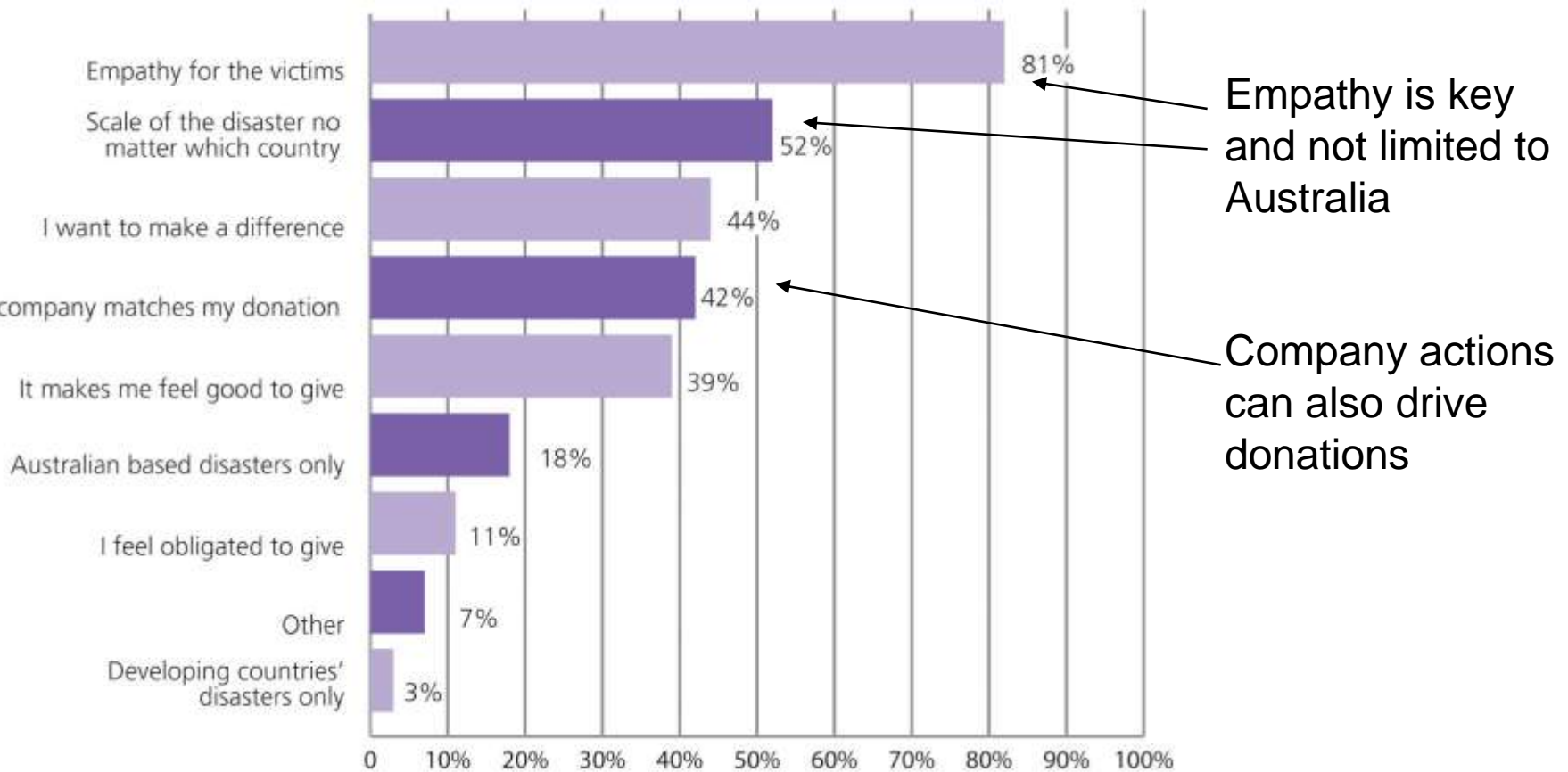
- National Australia Bank/MLC
- Foster's
- Bayer
- Bupa Australia
- Wilson HTM
- RailCorp
- Freehills
- Sydney Water
- Baker & McKenzie
- BP Australia
- Unilever
- Country Road
- UBS
- Qantas
- Gold Coast City Council
- Dimension Data
- Bendigo Bank
- Pfizer
- Bristol-Myers Squibb
- Macquarie Bank

Key Reasons to Give via Workplace Giving



- Overall the **Convenience** of WPG is the main driver for use - referenced by 66% of donors
- **Donation Matching** is a key to drive engagement - referenced by 61% of donors
- For the age groups 25-34 & 35-44 years, **Donation Matching** is the most important reason for using WPG (71% & 66%)

Why People Give to Disaster Appeals



Empathy is key and not limited to Australia

Company actions can also drive donations

Importance of Charity of Choice

- For Disaster Appeals, *over two thirds of people* would prefer to donate to a charity of their own choice
- Overall, around 50% said a key reason they give via Workplace Giving is charity choice

Most employee donors who give through CAF
will donate to 2 to 3 charities

Frequency of Disaster Relief Donating

- Around 10 disasters in the last two years that Australians have supported
- 91% of people have donated to Disaster Appeals in the last two years
- Across all age and income groups over half have donated to 1 or 2 disasters in that time
- But a considerable number 34% (on average consistently a third across all incomes) have supported 3-5 in the last two years

It is essential for employers to have a Disaster Appeal donation channel in place

Timeliness of Disaster Appeals

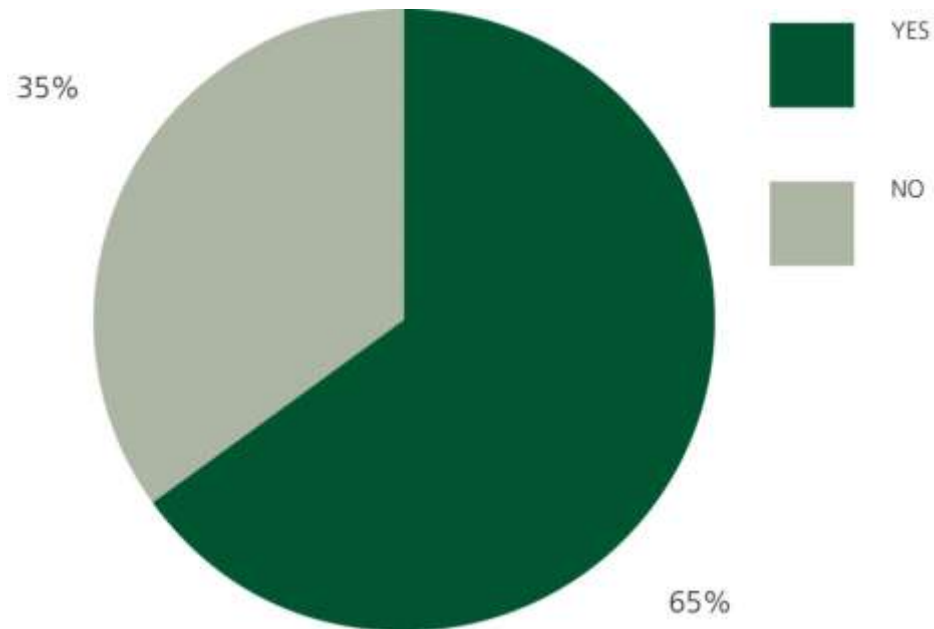
- Amongst those for whom timing is an issue *within one week* is the prime time for response - 50%
- The second largest group is those for whom timing is no issue with approximately 1 in 3 respondents indicating that *timing is not an issue* - 31%
- The surprise is: Only 1 in 10 say they want to be able to give *immediately* in the wake of a disaster

Disaster Appeal Giving Concerns

- The top concern across all ages and income was *Timely and Appropriate Distribution of Funds* (85%)
- Unsurprisingly those on lower incomes are more effected by their *Personal Economic Situation* (44% v 16% in the highest grouping)
- *Political Instability of the Country* was a lesser concern (24%)
- Key concerns raised in free text responses were:
 - Percent of funds spent of *administration costs*
 - The need to give *aid to developed countries*

Awareness of Workplace Giving

- 65% respondents who did not know they could give to Disaster Appeals via Workplace Giving would like to be able to; this equates to around half of the total respondents



Disasters Impact on Regular Workplace Giving Donations

- Throughout all income brackets only 2% of respondents state they would look to decrease their regular monthly donations
- 98% say their regular monthly donations remain the same or increase whilst donating to Disaster Appeals through Workplace Giving

Methods of Giving to Disaster Appeals

- 60% of respondents used Online Credit Card to give during Disaster Appeals
- Coin donation finds its most popularity in the lower income groups with 57% of those earning under \$75,000 utilising this method in comparison to just 34% of those earning over \$200,000
- One third gave using Workplace Giving

The research findings strongly indicate that more people would use Workplace Giving if it was offered; if they could choose the charity they donate to; and donations were matched

Charities need to Improve their Communications

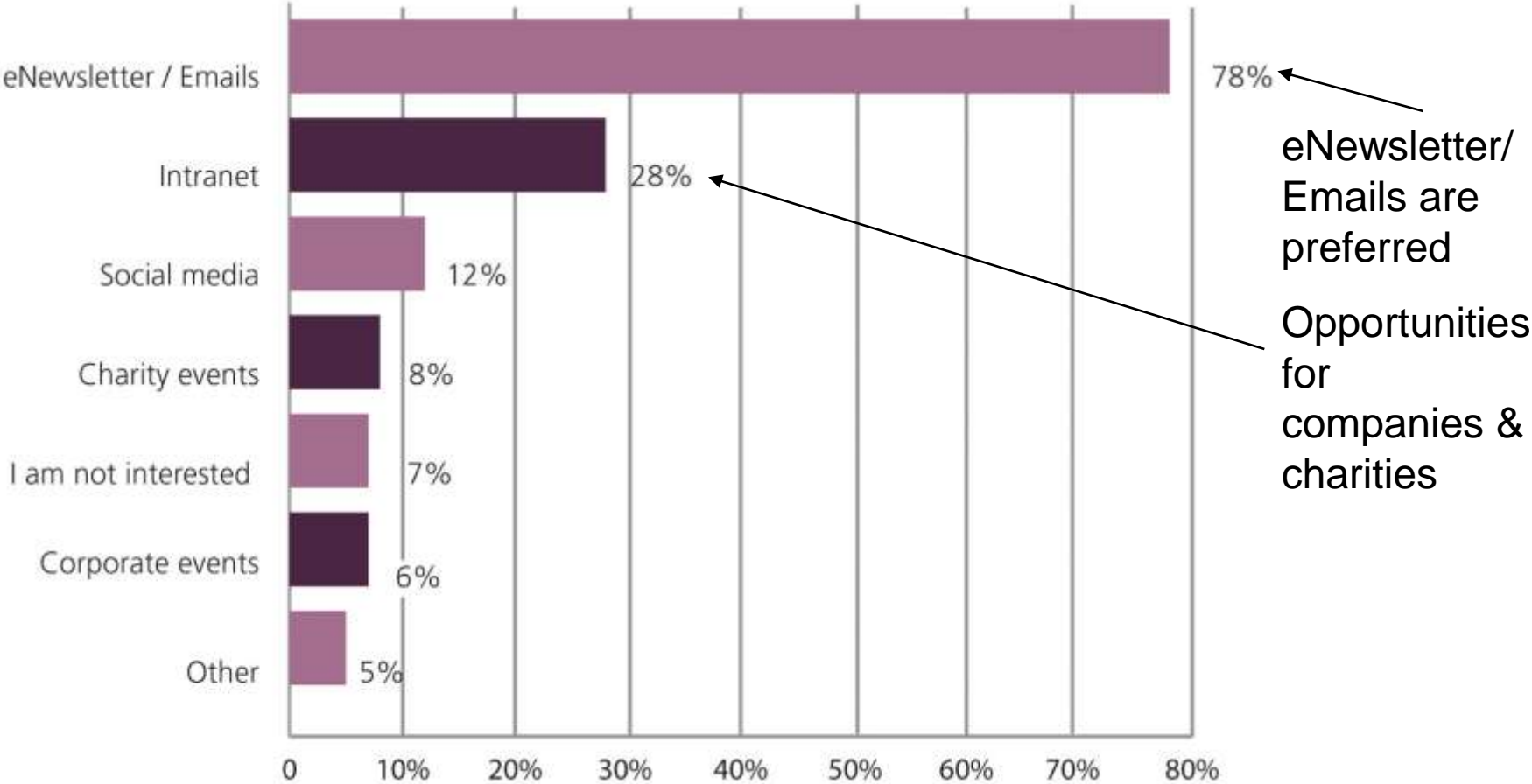
- 75% feel charities do not communicate well on how they use Disaster Appeal donations
- The findings indicate that charities often contact donors when they give via other channels but not when donations come through Workplace Giving
- CAK UK Finding: over a 20 year period, donors provide charities with regular donations over an average lifespan of eight to ten years

Communication is key to Employee Engagement

- Transparency:
 - Percent of donations spent on administration costs
 - Processes around delivery of funds and timelines for appeal efforts
 - Donation amounts received for specific appeals
- Demonstration of Impact
 - Scale of efforts: what a specific \$ amount can do; number of people/families/communities who benefited; overview different projects supported
 - Progress being made in affected areas and/or support of groups of people
 - General updates
 - Positive/success stories
- What other support donors can give – beyond financial, for example volunteer opportunities

Listen to donors – they don't all want the same thing

How Best to Connect with Donors



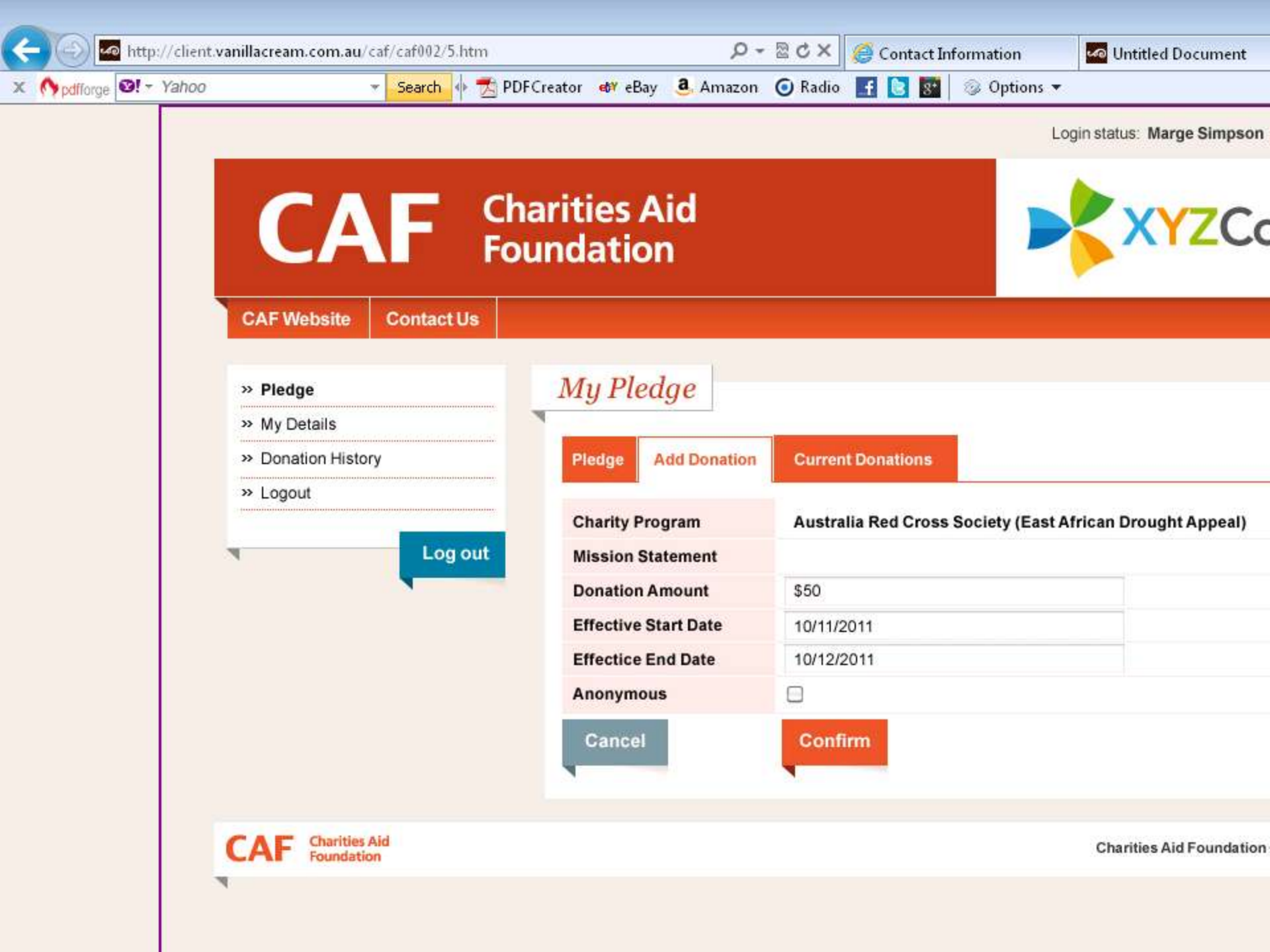
Increasing Employee Engagement

- Develop and Communicate a Disaster Appeal Strategy
- Be timely in your communications – ie within one week of disaster
- Match Workplace Giving Employee Donations – this can vary from disaster to disaster
- Consider Giving Employees Charity Choice – both for disasters and regular giving
- Remove the barriers to Workplace Giving – such as paper based pledge forms – CAF delivering an online solution
- Promote, Promote & then Promote Workplace Giving!
- Communicate to donors how their donations are being used

How CAF is Enabling Disaster Giving

CAF Initiatives

- Working with clients to develop Disaster Appeal strategies
- Providing contact details of donors to charities
- CAF newsletter to donors re disaster appeal outcomes
- Communicating with charities and our clients to advise of disaster appeals
- Transferring funds from USA, UK and other CAF's from around the world to aid Australian victims of disasters
- Foundation Accounts to quarantine company disaster appeal budgets until they are required
- Collection points for customer donations
- New website featuring Global Disaster Appeals
- Online Workplace Giving portal



CAF Charities Aid Foundation



CAF Website

Contact Us

>> Pledge

>> My Details

>> Donation History

>> Logout

Log out

My Pledge

Pledge

Add Donation

Current Donations

Charity Program Australia Red Cross Society (East African Drought Appeal)

Mission Statement

Donation Amount \$50

Effective Start Date 10/11/2011

Effectice End Date 10/12/2011

Anonymous

Cancel

Confirm



[CAF Website](#) | [Contact Us](#)

- >> **Pledge**
- >> My Details
- >> Donation History
- >> Logout

Log out

My Pledge

[Pledge](#) | [Add Donation](#) | [Current Donations](#)

Charity Program Name	Donation Amount	Start Date	End Date
96.5FM Family - Family Radio Limited - The Family Radio Cultural Development Fund	78.00	26-09-2011	
Aboriginal Children's Advancement Society (Aboriginal Childrens Advancement Society)	32.00	24-9-2011	
Australian Red Cross Society East African Drought Appeal	50.00	10-11-2011	10-12-2011

www.cafaustralia.org.au