



*Wild*  
**AT**  
**WORK**

An employer's guide to  
WWF-Australia's workplace  
giving program

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Join us.  
Because together,  
anything is possible.



## What is workplace giving?

Workplace giving is a simple and effective way for employees to donate to charities direct from their pay.

## Why partner with WWF-Australia?

Australia's **most reputable** environmental charity\*

Part of the **largest** independent conservation organisation in the world

A strong following of **nearly one million supporters** in Australia

A focus on **high impact** local initiatives, on-ground conservation and advocacy work in Australia

A full-time Workplace Giving Manager who **can work collaboratively with you** to set up your program and ensure its success.

\*AMR Reprtrak Charity Reputation Index 2017





## 8 ways a workplace giving program will benefit your business

### 1 Attract (and win) top talent

62% of CEOs say that providing for employees to be involved in socially responsible activities is key to attracting talent.

### 2 Boost employee engagement

Australian Charities Fund's (ACF) research indicates that workplace giving donors are more engaged in the workplace and have greater pride in their employer.

### 3 Increase ROI

Employers with highly engaged employees deliver 7 x greater 5-year total shareholder returns than organisations with low employee engagement.

### 4 Retain employees

Good2Give's research shows that staff who participate in a giving program are more loyal to the company, with 79% remaining with their company for more than 3 years, and 56% remaining there for more than 7.6 years.

### 5 Give your employees tax benefits

Being able to make donations pre-tax means your employees enjoy immediate tax benefits.

### 6 Attract millennials

Millennials would favour one employer over another if they offered workplace giving.

### 7 Make a tangible difference & generate a positive reputation

Workplace giving generates approximately \$20 million per year in Australia, which shows that together, we can make a huge impact. Workplace giving also reinforces a business' positioning as a good corporate citizen.

### 8 Create a sense of unity

The workplace is social, and many employees have a strong desire to connect with a 'we versus me' mentality.



## Your questions answered

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### Q. How does workplace giving work?

Workplace giving, or payroll giving, is simple and easy to set up. It enables your employees to make donations pre-tax through your payroll system. Employees need to contact their Payroll Office to nominate the amount they would like to donate or sponsor. If you don't have an internal workplace giving form for your employees to use, we can provide you with one. Then, your Payroll Office works with us to either set up a new account, or if your workplace has an existing program in place, we'll simply add the employee as a donor. The donation amount is deducted each pay cycle after superannuation is calculated but before deducting PAYG tax.

### Q. What remittance advice does WWF require?

Please contact WWF, using the details provided, to receive an easy step by step guide about how to deposit your employees' donations and how to provide an employee donation deduction listing.

### Q. What records do I need to keep?

You will need to keep a copy of authorisation forms from your employees and a record of the total amount of donations made from each employee's pay. At the end of the financial year, employees' donations will be summarised on their annual PAYG payment summary. We will also send you an acknowledgment of receipt of total funds donated by your employees for the year.

### Q. Can our company match employee donations?

Yes. This is a great way to show employees your commitment to corporate social responsibility and double the impact of your employees' donations to the charities that matter to them.

### Q. Can you help us tell employees that they can donate to WWF through workplace giving.

Yes. We can provide you with materials like posters, brochures or presentations to promote workplace giving to your employees, or we can send a representative to talk to you and your employees about how their support helps WWF's conservation work.

### Q. Can WWF provide communications about the impact of support?

The Australian Charities Fund's research revealed that 6 out of 10 workplace giving donors wanted more communication on specific projects. And non-donors were even more interested in information on real life stories. We can send you monthly newsletters which feature real life stories about the impact of donations to WWF-Australia. You may wish to circulate this to your employees via email or your intranet.





## Protect the planet by engaging your workplace

Deforestation, climate change, water scarcity, and illegal wildlife trade. These are some of the threats facing our planet today – and no one person or group can tackle them alone. But if we work together, we can take on anything.

### Communication

We will work hard to keep your employees enthusiastic and informed about how their workplace giving donations are being put to work, through:

- **Monthly WWF-Australia impact updates**
- **Presentations to your employees by WWF-Australia scientists and thought leaders**



### Engagement

In addition to supporting WWF-Australia through workplace giving, we can offer unique engagement opportunities to encourage and support your employees through:

- **Exclusive privileges such as VIP invitations to WWF-Australia events**
- **Engagement opportunities such as Earth Hour and Wear It Wild**
- **Secondments and volunteering opportunities**





## Protect Marine Life

Build sustainable fisheries, resilient marine ecosystems and nurture clean oceans.



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## Save Threatened Species

Halt the decline of threatened plants and animals and support their recovery.



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With your generous support, we can...

## Secure Sustainable Food

Drive and promote a sustainable food system that will conserve nature and feed humanity.



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## Create a Low Carbon Future

Tackle climate change by working directly with governments, organisations, entrepreneurs, investors and you to support and promote innovative, low carbon and zero carbon solutions.



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“ Workplace giving at ANZ is a hugely popular program, and the dollar for dollar matching by ANZ provides that extra incentive for employees to get involved. The benefits of workplace giving are many – ranging from contributing to the wonderful work at WWF-Australia, to attracting and retaining highly engaged and loyal staff at ANZ. ”

JANET LIU, CORPORATE SUSTAINABILITY AND COMMUNITY MANAGER

To start offering workplace giving to WWF, or for more information, please contact us at [workplacegiving@wwf.org.au](mailto:workplacegiving@wwf.org.au) or call 1800 032 551

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