



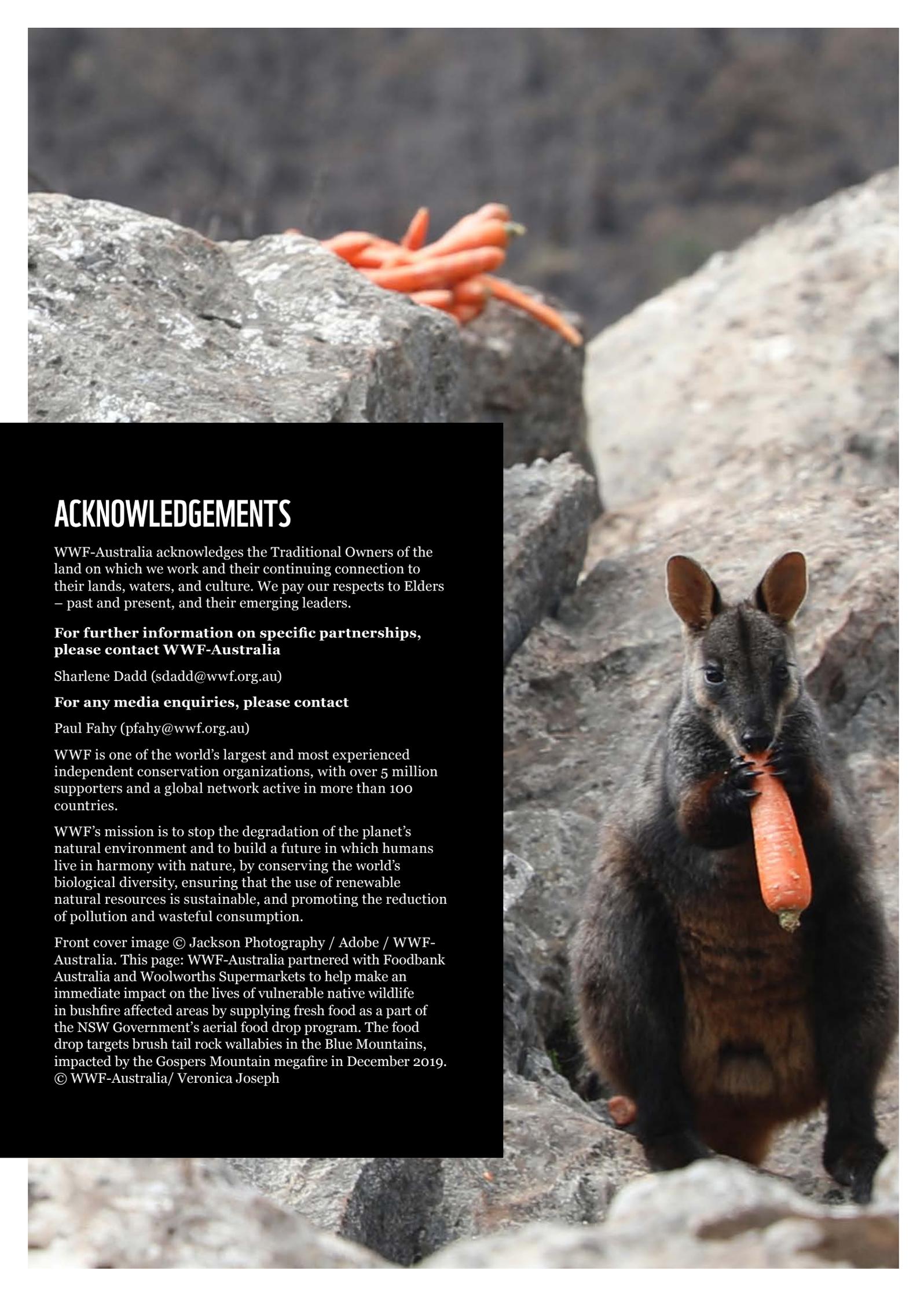
WWF

AUSTRALIA



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-AUSTRALIA
CORPORATE PARTNERSHIPS IN 2020



ACKNOWLEDGEMENTS

WWF-Australia acknowledges the Traditional Owners of the land on which we work and their continuing connection to their lands, waters, and culture. We pay our respects to Elders – past and present, and their emerging leaders.

For further information on specific partnerships, please contact WWF-Australia

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Front cover image © Jackson Photography / Adobe / WWF-Australia. This page: WWF-Australia partnered with Foodbank Australia and Woolworths Supermarkets to help make an immediate impact on the lives of vulnerable native wildlife in bushfire affected areas by supplying fresh food as a part of the NSW Government's aerial food drop program. The food drop targets brush tail rock wallabies in the Blue Mountains, impacted by the Gospers Mountain megafire in December 2019. © WWF-Australia/ Veronica Joseph

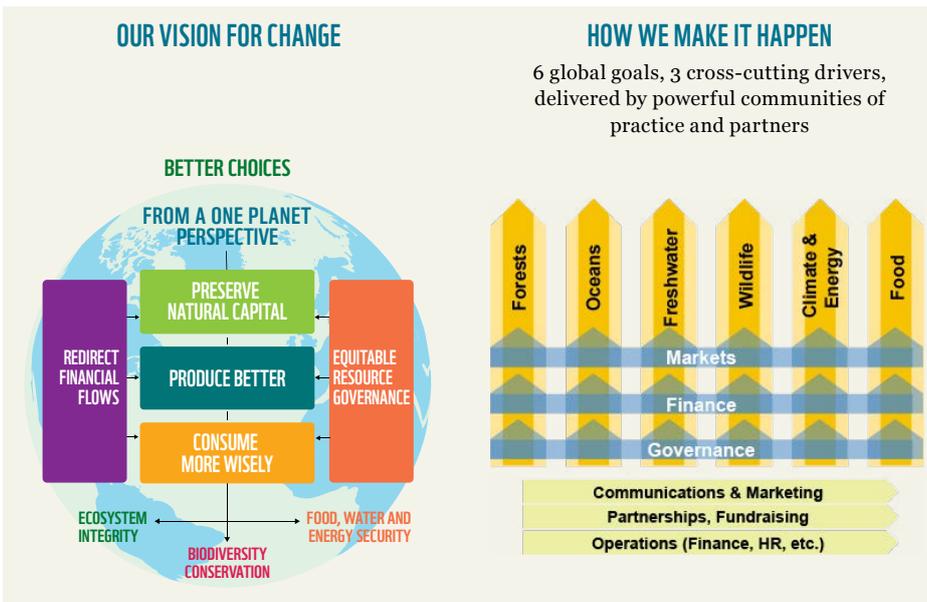
TAKING BOLD COLLECTIVE ACTION

The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, and on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organisation alone can't affect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

There has never been a stronger sense of urgency for action. At WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.



OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2020 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organisation to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, overfishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with the corporate sector, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with the corporate sector aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch away from fossil fuels to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#)) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Marine Stewardship Council](#) (MSC) [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS). We also publish scorecards and reports on company or sector performance (e.g [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that WWF-Australia has with individual companies

WWF'S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

- 1. DRIVING SUSTAINABLE BUSINESS PRACTICES;**
- 2. COMMUNICATIONS AND AWARENESS RAISING; AND**
- 3. PHILANTHROPIC PARTNERSHIPS.**

Driving sustainable business practices

Our bilateral partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

Communications and awareness raising

The second way that WWF partners with business is by raising awareness of key environmental issues and mobilising consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of unique regions, such as the Arctic or endangered species, like the tiger.

Philanthropic partnerships

The third approach is articulated through specific program with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation outcomes.

WWF partners on a philanthropic or awareness raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

As this report shows, many partnerships with companies use a combination of these approaches.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Australia has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

This WWF office is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY20, income from corporate partnerships represented 12 per cent of WWF-Australia's total income.

WWF works with companies to achieve our conservation goals. Non-government organisation and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

INFORMATION ON WWF-AUSTRALIA CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public.

Partnerships with purpose.

A partnership with WWF-Australia is a partnership with impact. As a leading expert voice on conservation and a catalyst for sustainable development, we work collaboratively to find solutions and act at a scale that matters.

WWF is one of the world's most trusted and recognisable brands. From forming strategic partnerships with shared goals to campaigning together, engaging employees and inspiring customers, we can work with your organisation to achieve impact. We provide on-the-ground expertise and leading-edge industry knowledge to transform your supply chain, achieve your marketing goals and everything in between.

Together our teams will bring real and lasting impact for the planet, and real results for our partners.

The following list of companies is an overview of all the corporate partnerships that WWF-Australia has with an annual budget of greater than AUD\$40,000. Details of each partnership can be found below:

CORPORATE PARTNERS (> \$40K AUD in FY20)

ATP Tour	Koala Sleep Pty Ltd
Big Ass Fans Australia	Lotterywest
BMW Group Australia	Nasdaq US
Casella Family Brands	PayPal Giving Fund
The Coca-Cola Foundation	Porsche Cars Australia
Diageo Bundaberg	Simplot Australia Pty. Ltd. (John West)
DP World Australia	STAUFF Corporation Pty Ltd
Global Supply Line	Think Spirits
Google	TOMRA
Holden	Woolworths Group Limited

CORPORATE PARTNERS (< \$40K AUD in FY20)

Allen & Unwin Pty Ltd	Servco Australia Pty Ltd
Credit Corp Group	Share The Base
FAAC Group Australia	Stellar Asia Pacific Pty Ltd
Fulton Hogan	Swarovski International (Australia) Pty Ltd
Insurance Australia Group Limited (IAG)	The Body Shop Australia
Miele	Transitions Optical
Molly Dooker Wines	Vifor Pharma Group
RCL Cruises	VisionDirect Australia
Schneider Electric	



**Australian Wildlife and
Nature Recovery Fund**

AUSTRALIAN WILDLIFE & NATURE RECOVERY FUND

In January 2020, WWF-Australia responded to the bushfires by launching the global Australian Bushfire Recovery Fund and mobilised an urgent response.

The WWF-Australia Wildlife and Nature Recovery Fund was established with three goals:

Respond to the needs of fire-impacted wildlife and species with urgency.

Protect what remains and deploy interventions that mitigate the processes that will increase the frequency and severity of both current and future fires.

Restore Australia's scorched landscapes drawing upon leading climate adaptation science so that our flora and fauna can flourish, and Australians can rely on vital ecosystem services long into the future.

Within FY20 we committed \$8 million of emergency funding to 64 bushfire response projects. Including partnering with over 40 wildlife rescue and care organisations across Australia. This enabled quick and effective response at scale so that as much wildlife as possible could be saved and rehabilitated.

We could not do any of this work without the generosity of our supporters in Australia and around the world.



CASELLA FAMILY BRANDS

Australian family-owned wine company founded 1969, Casella Family Brands produce a number of Australian made wines such as Peter Lehrman and [Yellow Tail].

In January 2020 Casella pledged \$725,000 to WWF's Australian Wildlife & Nature Recovery Fund and raised awareness of the fund across their channels in North America to encourage people to donate.

AUSTRALIAN WILDLIFE NEEDS US

[yellow tail] is proudly donating to WWF-Australia during the bushfire crisis.

Help us raise emergency funds to care for injured wildlife and help restore their homes.

Learn more and donate here: wwf.ca/australiabushfire

 Australian Wildlife and Nature Recovery Fund

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yellowtailwine.com
Enjoy Responsibly

[yellow tail]

OUR PARTNERSHIP

INDUSTRY:

Beverages

TYPE OF PARTNERSHIP:

Philanthropic

CONSERVATION FOCUS:

Bushfire recovery

BUDGET RANGE (AUD):

\$500,000 +



Australian Wildlife and Nature Recovery Fund

DIAGEO AUSTRALIA (BUNDABERG RUM)

WWF-Australia partnered with Diageo brand Bundaberg Rum who released a limited edition 'Australian Bushfire Regeneration Rum', to help raise \$1 million for WWF's Australian Wildlife & Nature Recovery Fund. One hundred per cent of profits from the sale of the rum went towards the Fund.



OUR PARTNERSHIP

INDUSTRY:

Beverages

TYPE OF PARTNERSHIP:

Philanthropic

CONSERVATION FOCUS:

Bushfire recovery

BUDGET RANGE (AUD):

\$500,000 +



Australian Wildlife and Nature Recovery Fund

PAYPAL GIVING FUND

WWF-Australia has been receiving revenue through various PayPal channels however there is no formal partnership established with PayPal.

PayPal Giving Fund (PPGF) is a Public Ancillary Fund and charity registered with the Australian Charities and Not-for-profits Commission. PPGF helps people support their favourite charities online. They receive donations through PayPal, Facebook, GoFundMe and other technology platforms and make grants to their donors' recommended charities.

In response to the catastrophic 2019-20 bushfires, PayPal launched a disaster/emergency relief and recovery fundraising appeal and WWF-Australia was one of five featured charities in this appeal.

PayPal has recently been promoting their Give at Checkout app feature which enables customers to donate \$1 to their favourite charity during the PayPal checkout process. WWF-Australia is one of a few charities that has been featured in PayPal's customer communications on this feature.

OUR PARTNERSHIP

INDUSTRY:

Beverages

TYPE OF PARTNERSHIP:

Information technology & financial services

CONSERVATION FOCUS:

Bushfire recovery

BUDGET RANGE (AUD):

\$500,000+



Australian Wildlife and Nature Recovery Fund

TOMRA

Founded in 1972, TOMRA is the inventor and world leader in reverse vending systems.

TOMRA's reverse vending machines are all over Australia and are an important part of the state governments' container deposit schemes.

In the wake of the devastating bushfires of 2019-20, TOMRA launched a nationwide recycling appeal called 'Cans for Koalas' to give Australians the unique opportunity to donate their empty drink bottles and cans to help provide ongoing care and recovery to wildlife.

From February 2020 through to August 2020, recyclers in NSW, QLD and NT had the option to donate their 10c container refund to WWF-Australia, by simply selecting 'Cans for Koalas' on all TOMRA recycling machines.

All proceeds received through this initiative were donated to WWF's Australian Wildlife & Nature Recovery Fund.

The WWF-TOMRA partnership was a win-win scenario for nature conservation, as it encouraged further take-up of container deposit schemes which reduce plastic pollution, and helped impacted species and habitats recover from the bushfires with each donation.

OUR PARTNERSHIP

INDUSTRY:

Reverse vending

TYPE OF PARTNERSHIP:

Philanthropic

CONSERVATION FOCUS:

Bushfire recovery

BUDGET RANGE (AUD):

\$100,000 - \$250,000



**Australian Wildlife and
Nature Recovery Fund**

AUSTRALIAN WILDLIFE & NATURE RECOVERY FUND

The following businesses also contributed to WWF's Australian Wildlife & Nature Recovery Fund:

Company name: ATP Tour
Industry: Sports (Tennis)
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$500,000 +

Company name: Nasdaq US
Industry: Financial services
Type of partnership: Sustainable Business Practices
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$40,000 - \$100,000

Company name: Big Ass Fans Australia
Industry: Industrial Fans
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$40,000 - \$100,000

Company name: Porsche Cars Australia
Industry: Automotive
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$40,000 - \$100,000

Company name: BMW Group Australia
Industry: Automotive
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$250,000 - \$500,000

Company name: STAUFF Corporation Pty Ltd
Industry: Supply Chain Distribution
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$40,000 - \$100,000

Company name: DP World Australia
Industry: Supply Chain & Logistics
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$40,000 - \$100,000

Company name: Think Spirits
Industry: Beverages
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$100,000 - \$250,000

Company name: Global Supply Line
Industry: Supply Chain Distribution
(Valves and Pipelines)
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$40,000 - \$100,000

Company name: Holden
Industry: Automotive
Type of partnership: Philanthropic
Conservation focus: Bushfire Recovery
Budget range (AUD p.a.): \$40,000 - \$100,000

CAUSE-RELATED MARKETING PARTNERSHIPS

KOALA SLEEP

Unified in a common goal to protect threatened and endangered wildlife, Koala and WWF-Australia have been in partnership since August 2017. The partnership aims to inspire and educate Koala's customers about the work of WWF to protect threatened and endangered wildlife, such as stopping activities including excessive tree-clearing that puts iconic species and habitat at risk. Through the partnership, Koala donates funds to WWF from every mattress and sofa sold towards koala and turtle conservation work.

In response to the bushfire crisis, Koala and WWF-Australia came together to support the work of Natural Resources Kangaroo Island in giving the endangered Kangaroo Island glossy black cockatoo the best chance of recovery. Up to 75 per cent of the glossy black cockatoo population on Kangaroo Island lived within the 210,000-hectare area that was burnt during the 2019-20 summer bushfires. Proceeds from sofa bed sales are helping replace the artificial nest boxes lost in the fires and planting feed trees, which are each critical for ensuring healthy breeding populations.

OUR PARTNERSHIP

INDUSTRY:

Furniture e-commerce

TYPE OF PARTNERSHIP:

Cause-related Marketing

CONSERVATION FOCUS:

Species conservation

BUDGET RANGE (AUD):

\$250,000 - 500,000

For more information click [here](#)



PHILANTHROPIC PARTNERSHIPS

LOTTERYWEST

Since 2017, Lotterywest has been the primary funder of the Kimberley Indigenous Ranger Threatened Species program. A second Lotterywest grant of \$2.2 million in 2019 is helping WWF-Australia and partners to reduce the threats affecting six culturally significant species in the Kimberley. The grant allows WWF-Australia to continue vital work to protect threatened and culturally significant species in two bioregions, Dampierland and the North Kimberley. Species include the nabarlek, golden bandicoot, Gouldian finch, wiliji, spectacled hare-wallaby and northern quoll. The work also includes capacity building activities among ranger groups and the development of the Women Rangers Environmental Network (WREN) for the Kimberley.

WWF-Australia is collaborating with nine partners for the conservation project including the Kimberley Land Council (Nyul Nyul Rangers and Bardi Jawi Rangers), Dambimangari Aboriginal Corporation (Dambimangari Rangers), Nyamba Buru Yawuru Aboriginal Corporation (Yawuru Country Managers), Walalakoo Aboriginal Corporation (Nyikina Mangala Rangers), Wilinngin Aboriginal Corporation (Wungurr and Nyaliga Rangers), and Wunambal Gaambera Aboriginal Corporation (Unguu Rangers).

OUR PARTNERSHIP

INDUSTRY:

Gaming industry

TYPE OF PARTNERSHIP:

Philanthropic

CONSERVATION FOCUS:

Threatened species

BUDGET RANGE (AUD):

\$500,000 +



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TRANSFORMATIONAL PARTNERSHIPS

SIMPLOT AUSTRALIA PTY. LTD. (JOHN WEST)

WWF-Australia and Simplot Australia Pty. Ltd. (John West) first entered into a partnership in 2012 with the aim of ensuring that all of the company's John West seafood products were responsibly sourced by 2015.

The partnership continues to focus on improving the sustainability of the John West seafood supply chain and educating consumers about better seafood choices, including the use of products certified by the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC).

Four years of extraordinary teamwork came to fruition in February 2016 when John West Australia announced its move to source all of its skipjack tuna from a sustainable supplier in the western and central Pacific Ocean. As Australia's largest branded seafood supplier, this move means that over 43 per cent of the branded canned tuna sold each year in Australia is now MSC certified sustainable and bears the MSC eco-label. That's more than 100 million cans annually.

Following this success, John West committed to migrating other branded products to meet MSC and ASC certification. John West's work with WWF-Australia and ambition to protect ocean health renders them a market leader in sustainability and responsible product sourcing.

John West is also a primary supporter of the Community Fisheries Fund in Solomon Islands and Papua New Guinea. This project is delivering positive benefits to the community through sustainable fishing and improving economic resilience.

OUR PARTNERSHIP

INDUSTRY:

Food (Processing and products)

TYPE OF PARTNERSHIP:

Sustainable business practices

CONSERVATION FOCUS:

Food

BUDGET RANGE (AUD):

\$100,000 - 250,000

For more information click [here](#)



© WWF-Australia / Arlene Bax / Simplot Australia

THE COCA-COLA FOUNDATION

Globally, the Coca-Cola Company is in partnership with WWF to conserve the world's freshwater resources and to achieve ambitious goals to reduce the company's ecological footprint.

In Australia, the Coca-Cola Foundation has funded a WWF project to help improve the practices of sugar cane growers in Queensland and reduce nutrient and chemical run-off onto the Great Barrier Reef. Project Catalyst is a pioneering partnership between the Coca-Cola Foundation, WWF, Reef Catchments, Terrain, NQ Dry Tropics, Bayer, the Australian Government and sugar cane farmers that is using innovative land practices to improve water quality and reduce the impact of pollution on this ecological and economic wonder of the world.

Working with a group of around 100 sugar cane growers, the project is trialling techniques to improve nutrient, pesticide, and water management. The project has now been running for 11 years and some practices evaluated by the project such as sub-surface application of fertiliser, reduced tillage and matching are being more widely adopted by the cane industry.

OUR PARTNERSHIP

INDUSTRY:

Beverages

TYPE OF PARTNERSHIP:

Sustainable business practices

CONSERVATION FOCUS:

Food and freshwater

BUDGET RANGE (AUD):

\$500,000+

For more information click [here](#)



WOOLWORTHS GROUP LIMITED

Commencing in July 2018, Woolworths partnered with WWF-Australia to achieve sustainable seafood objectives. As part of its 2025 sustainability commitments, Woolworths has pledged to source its seafood from sources that are third-party certified or independently verified as environmentally responsible.

The collaboration has WWF-Australia assessing all of Woolworths' Own Brand seafood on shelves and at the seafood counter using WWF's independently developed methodology, and implementing standards of traceability to make it easier for customers to choose sustainably produced seafood. Where there are high-risk product sources, WWF will identify and implement Fisheries Improvement Projects (FIPs) or Aquaculture Improvement Projects (AIPs) to transition these fisheries to a more sustainable future.

Traceability is an important issue in seafood and on the back of Woolworths signing the Australian Seafood Traceability Statement our partnership will investigate opportunities to improve traceability outcomes and ensure customers are educated on seafood sustainability.

This partnership is a key part of broader efforts across both organisations to improve environmental outcomes across a range of products and activities.

OUR PARTNERSHIP

INDUSTRY:

Food (Supermarkets)

TYPE OF PARTNERSHIP:

Sustainable business practices

CONSERVATION FOCUS:

Food

BUDGET RANGE (AUD):

\$250,000 - 500,000

For more information click [here](#)

SOURCING RESPONSIBLE SEAFOOD TOGETHER

By 2020, 100% of Woolworth's seafood will be responsibly sourced with the help of WWF-Australia.

HOW?

It's vital that the fish we eat is responsibly harvested.

To do this we are:

- Assessing hundreds of product lines of wild-caught and farmed seafood, across Woolworths.
- Rigorously reviewing 300+ fisheries and farms.

WHY?

Working with fishers and farmers that have demonstrated a commitment to responsibly sourcing means:

- Enough fish stocks are left in the ocean and populations can continue to thrive.
- Fishing or farming activities have minimal impact on the environment.
- And practices do not threaten the marine and aquatic environment and precious wildlife.

WHAT CAN YOU DO?

Together we can build a more sustainable seafood industry.

By opting for responsibly sourced seafood at your local Woolworths, you too can be part of the change.

To learn more visit wwf.org.au/seafood



WORKPLACE GIVING

WWF-Australia also offers a Workplace Giving program. Workplace giving is a win-win-win for employees, employers and WWF-Australia. Employees enjoy giving small pre-tax amounts together to make a big difference. Employers value how workplace giving programs bring organisational values to life, boost employee morale and improve staff retention rates, while WWF-Australia gains long term, stable funding for our vital conservation projects.

WWF-Australia currently has 150 Workplace Giving partners and in Financial Year 2020 Workplace Giving income represented 4.7 per cent of the total income.

WORKPLACE GIVING PARTNER LIST >\$40K AUD IN 2020

Google
SuperCell
Macquarie Bank Ltd
ANZ Group
Apple Inc
Charities Aid Foundation (CAF) America
ProBuild
UBS AG
Robert Half

For more information please visit:

<https://www.wwf.org.au/make-a-donation/workplacegiving>

CASE STUDY: GOOGLE

INDUSTRY:

Technology

TYPE OF PARTNERSHIP:

Workplace giving

CONTRIBUTION (AUD):

\$1,000,000+

Google Australia is a long time Workplace Giving partner of WWF-Australia and we are also supported by a number of employees from Google Inc. During the 2019-20 Australian Bushfires, a global employee fundraising campaign was launched to support WWF-Australia's emergency bushfire response.



Working to sustain the natural world for the benefit of people and wildlife.

together possible™ www.wwf.org.au

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