

STARTING YOUR WORKPLACE GIVING PROGRAM

A STEP-BY-STEP
GUIDE



Landcare
Australia

How to use this Guide

Organising a Workplace Giving Program (WPG) can be daunting for many. There are lots of things to consider before starting your own Program including; what type of charity is best for your organisation, whether to manage the Program or use a third party platform, and what is the best way to get employees engaged.

One thing is for certain and no matter which way you go, your Program is sure to deliver better staff engagement, improved reputation, and you'll be having a positive social impact on your local community.

This Step-by-Step guide has been designed to give you guidance on all the essentials you'll need to get started.

About Landcare Australia



Landcare Australia is a not-for-profit organisation, with a vision of all Australians actively caring for the land and water that sustain us. For over 25 years, Landcare Australia has worked collaboratively with federal, state and local governments, corporate partners and sponsors, and individuals, to build capacity for the Landcare community to better manage Australia's crucial land and water assets.

Landcare Australia delivers hundreds of projects annually through the volunteer efforts of local community groups, indigenous groups, and the more than 5,400 Landcare and Coastcare groups that make up the Landcare movement.

We continue to explore new ways of raising funds to grow and support the Landcare community.

Landcare is community driven, and encourages an integrated approach to managing the environmental health and productivity of the land, promoting a more sustainable approach to private land management.

Step 1: Shaping your Program

Each organisation's WPG Program is unique. Your Program must be simple to work effectively and ensure success. Some things to consider when planning your WPG Program include:



Organisational values

What are some of the values you wish to communicate through your support of a WPG Program? How can WPG help improve the image of your organisation internally and externally?



Structure

Will your WPG Program focus solely on pre-tax payroll giving or will it include company matching? Employer matching motivates employees to participate and has a positive impact on company culture.



Select a champion

Identify and reward employees who can help reinforce the importance of WPG to colleagues.



Set a goal

Aim for at least 30-50% staff participation within 2-3 years.



Corporate image

Get your leadership team involved, showcase the benefits of WPG and its benefits for your organisation.



Motivate your employees

Ask your employees what interests them about Landcare Australia and what type of projects they would like their donations to fund. Are they interested in helping to protect wildlife, environmental projects in schools or tree planting?

Step 2: Selecting a Workplace Giving Champion

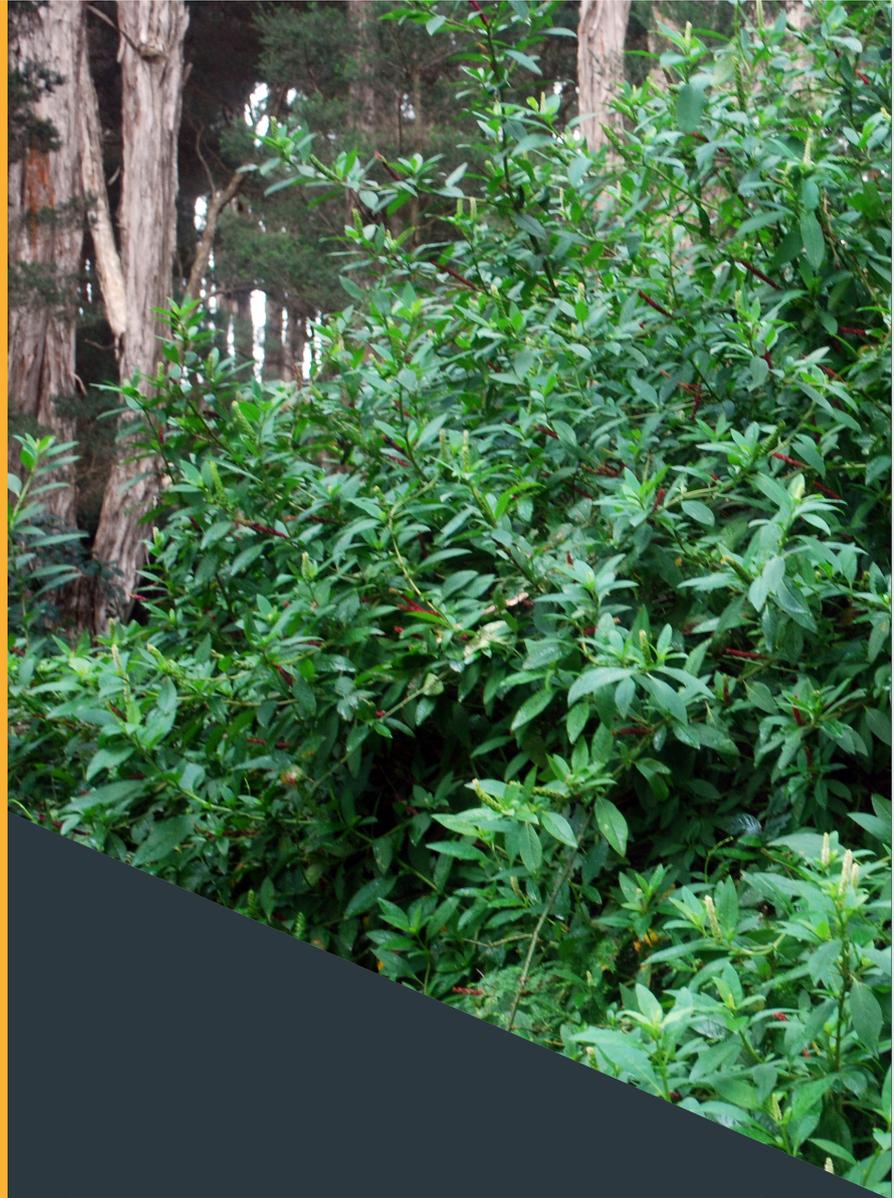
To have a successful WPG Program for your organisation, it is important to have a WPG champion who will communicate the values of the Program and encourage participation of colleagues. A champion demonstrating shared values could be from any business unit within the organisation.

Include WPG as part of the champion's KPIs and use this as an opportunity to motivate and reward employees. Reward your champions when they exceed WPG goals and expectations!

The role of the WPG champion is to:

- Develop processes through liaison with the Payroll Manager.
- Deliver key messages to help communicate the values of the Program.
- Increase awareness of the Program within the organisation.
- Develop relationships with colleagues to encourage sign ups and maintain loyalty with existing donors by providing information about the Landcare Australia projects they are supporting.

Landcare Australia can help your WPG champion make a difference!



Keeping threatened species secure on King Island ~ \$14k

Inkweed has started to become an issue on King Island and it has started to spread in local habitats, impacting endangered species and the agriculture industry. Your funds from Workplace Giving have started this vital project to eradicate this weed from the island before it becomes an infestation that could cripple the whole industry and impact the food we eat.

This project was funded by our Workplace Giving Partners.

Step 3: Implementing your Workplace Giving Program

WPG is a system used by businesses of all sizes across the globe. It is easy to implement and run. All current payroll systems or accounting software can facilitate WPG. The decision for your organisation is whether to manage the Program yourselves, or use a third-party platform.

Consider joining a WPG third-party platform

Many larger organisations have joined platforms to facilitate their WPG Program. Landcare Australia recommends considering Good 2 Give or Good Company as these are some of the platforms current partners use. Third party platforms are better suited for larger organisations as they provide great management reporting facilities.

Managing your Program: Set Landcare Australia on your payroll

By setting up Landcare Australia on your payroll, automatic WPG payments become a breeze with minimal administration.

Set up Landcare Australia on your payroll with the following bank account details:

Organisation: Landcare Australia Limited

BSB: 032 090

Account No: 574847

Funds can be sent to Landcare Australia on a fortnightly, monthly, quarterly or half yearly basis.

Setting up your employees

Attached is a 'Defenders of the Earth' donation form example that your employees can complete and submit to the Payroll Manager or your WPG champion. These forms are used to set up the donors through your payroll system.

Some facts about payment management:

- Employer matched donations can be provided to Landcare Australia at any time that suits your organisation.
- Please reference your organisation when you are sending funds via EFT, eg., "WPG – Organisation XYZ".
- We recommend that your payroll team produce monthly reports for your champion and management to showcase participation rates, total donation amount and employee location.
- If an employee's financial situation changes, remind them that it is their responsibility to change the amount they donate to the WPG Program.
- At the end of the financial year, total WPG donations are included in each employee's PAYG summary.



Step 4: Promoting Workplace Giving

It is important to communicate your WPG Program effectively to increase awareness of the Program and motivate employees to join. Landcare Australia suggests an internal launch campaign to help.

We recommend that your WPG champion focus on a launch plan, that includes the following:

- Endorsement from your CEO or Managing Director: this will give credibility and show employees that corporate social responsibility and employee engagement is important to your organisation's culture.
- Build a brand image that will connect with your colleagues: good examples include Energy for Life – AGL or Everybody Counts.
- Communicate key messages: give your employees a greater sense of purpose and demonstrate your organisation's commitment to social, environmental and community responsibility.
- Display and sample: create collateral based on your employees' interests to encourage sign up and participation. Landcare Australia can provide you with any collateral required for your launch.



Innovative fungus trials to save the WA agriculture industry ~ **\$15,000**

In the effort to control parkinsonia (a weed of national significance) along the De Grey River in Western Australia, new technologies using native Australian fungi are being trialled. The fungus is injected into the parkinsonia plant, killing it and neighbouring plants without affecting the environment and surrounding pasture land for cattle.

This project was funded by our Workplace Giving Partners.

The Launch!



To make sure you have the best opportunity to launch your WPG Program, we recommend you:

- Demonstrate your commitment to WPG and utilise opportunities to promote it. Talk about it during staff presentation days, company newsletter, intranet, morning tea and include in your CEO updates.
- Reinforce your vision and values. Communicate why your organisation has partnered with Landcare Australia.
- Showcase your partnership with Landcare Australia and invite us to your launch! - We can chat to your employees about the huge benefits of WPG and tell them all about the fantastic projects we have funded thanks to our WPG partners.
- Motivate and reward employees - Consider employer matching as an incentive for sign up.
- Keeping WPG top of mind - Be ready with your donation forms to get colleagues to sign up during the launch.
- Increase awareness through a campaign timeline - Have two big WPG pushes per year, including Workplace Giving Month in June!
- Build relationships - share the impact of your contributions!

Habitat restoration for the nationally endangered southern brown bandicoot ~ \$8k

The Sturt Upper Reaches Landcare Group is improving the habitat of the endangered southern brown bandicoot, which is classified as vulnerable in areas across the Central Hills of South Australia. The group is increasing the links between bandicoot breeding areas in order to protect movement of bandicoots between isolated sub-populations, allowing breeding of these species to occur.

This project was funded by our Workplace Giving Partners.



Step 5: Getting Employees to Sign Up

Take advantage of the WPG Program being top of mind during the launch and ensure that your WPG champion is ready with donation forms. Reinforce to your colleagues that they can donate anywhere from \$1 to \$15 to \$50. All contributions can make a difference.

Existing employees

Your existing staff will need to sign up to the Program. This is an opportunity to reinforce WPG to your colleagues and showcase the difference that your organisation can make.

New employees

As part of an induction process, new employees can sign up to the Program via their 'offer of employment' letter, unless they tick an 'opt out' box. A WPG Program email may also be developed to ask your new employees to consider signing up.

Protecting the future of brolgas ~ \$15k

Brolgas, which are large grey cranes with a featherless red head and grey crown, are classified as vulnerable in New South Wales, South Australia and Victoria, are heavily impacted by agriculture, weeds and predators. With over 40 brolgas gathering at Pink Lake every year for mating, the Lismore Land Protection Group have developed a project plan to; fence the lake, eradicate rabbits and control foxes using baiting, and control and remove weeds from the harbour to help protect the future of brolgas.

This project was funded by our Workplace Giving Partners.

Your contribution can make such a big difference to protecting our Australian environment, and we cannot do it without you. Thank you.

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