

WORKPLACE GIVING PROGRAM



RMHC
South Australia



WHAT IS WORKPLACE GIVING?

Workplace Giving is where employees give small, regular donations to a charity from their pre-tax pay.

It's a simple and effective way to contribute to a charity of your choice.

HOW TO SET UP WORKPLACE GIVING

There are lots of things to consider before starting your own Workplace Giving Program, including :

- » Which charity your staff and organisation should support?
- » Do you manage the program, or do you use a third-party platform?
- » How do you best engage your employees?

This guide has been designed to help you ensure your program delivers better staff engagement, improved reputation, and positive social impact.

ABOUT RONALD MCDONALD HOUSE CHARITIES SOUTH AUSTRALIA

In South Australia, one in four families will have to travel to Adelaide from regional areas, to receive medical care for their children.

At RMHC SA, we understand that having a sick child is an immense challenge, one that shouldn't be compounded by financial worries about accommodation. That's why we offer families a safe and comfortable home-away-from-home, free of charge.

We believe families should be able to focus all their energy on their child's recovery, without the added stress of finding a place to stay.

We believe that no family should have to choose between their child's health and the financial burden of accommodation.

We believe that when a child is sick, the entire family needs comfort and support. Whether it's ensuring they have a place to stay close to the hospital, so they are mere moments away from their sick little one, or making sure that they have everything they need during a hospital stay, we're devoted to improving the health and well-being of seriously ill children and their families through our wrap-around programs.



STEP ONE

Decide what your Workplace Giving Program (WGP) will look like

Each organisation's WG Program is different. Your program should be simple to work effectively and ensure success.

Some things to consider when planning your WGP include –

Organisational Values

What are some of the values you wish to communicate through your support of a WGP?

How can a WGP help improve the image of your organisation internally and externally?

Select a WGP Champion

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

Structure

Will your WGP focus solely on pre-tax payroll giving, or will it include any company matching?

Employer matching motivates employees to participate and has a positive impact on company culture.

Set a goal

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

Corporate Image

Get your Leadership Team involved; showcase the benefits of Workplace Giving and its benefits to your organisation.

Motivate your employees

Ask your employees what interests them about Ronald McDonald House Charities South Australia.

Who are your Workplace Giving Champions?

STEP TWO

Having people within your organisation advocating for your WGP is key to its success. Your WGP champion/s will communicate the values of the program, and encourage participation amongst colleagues. Your champion/s could be from any department within the company.

The WGP Champion's role is to –

- » Communicate the values of the Program by delivering key messages to the team about why they are supporting the Charity, including the impact Ronald McDonald House Charities has on families being supported.
- » Set organisational KPI's relating to Workplace Giving, and celebrate with the team when they are reached

A WGP is easy to implement and run. All current payroll systems or accounting software can facilitate a WGP.

Managing your Program

By setting up RMHC SA on your payroll, automatic payments become a breeze with minimal administration.

You can set RMHC SA up in your payroll with the following bank account details –

Bank & Branch	Commonwealth Bank, North Adelaide
BSB	065 114
Account No	1015 3004
Account Name	Ronald McDonald House Adelaide Donations

Funds can be sent to RMHC SA on a fortnightly, monthly, quarterly, or half yearly basis – whatever works best for your organisation.

Please reference your organisation when you are sending fund via EFT eg/. WGP – "Your Business Name"

Remittances should be sent to fundraising.sa@rmhc.org.au, and include your transaction reference.



Setting up your Employees

At the end of this document is a form that your employees can complete and submit to the payroll department.

Payment Management

Employer matched donations can be provided to RMHC SA at any time that suits your organisation.

We recommend that your payroll team produce monthly reports for your champion to showcase participation rates, and total donation amounts.

It is important to communicate your WGP effectively to increase the awareness of the program, and motivate employees to join.

Here are some ideas to maximise your employee engagement with your Workplace Giving Program –

We recommend that your WPG champion focus on a launch plan, which 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.
- » 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. RMHC SA can assist you with any collateral required for your launch.

Launching Your Program

To ensure you have the best opportunity to launch your WGP, we recommend you –

- » Demonstrate your commitment to your program, and utilise opportunities to promote it. Talk about it during staff presentation days, in company newsletters, on your intranet, and include monthly donation amounts in CEO updates.
- » Reinforce your vision and values, and why your organisation has chosen RMHC SA as your Workplace Giving charity.
- » Motivate and reward employees - Consider employer matching as an incentive for sign up.
- » 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!



STEP FIVE

Getting Employees to Sign Up

Take advantage of the Workplace Giving Program being top of mind during the launch, and ensure your Champion is ready with sign up forms.

Reinforce to your colleagues that they can donate as much or as little as they like – from \$1, to \$15, to \$50.

All contributions go towards making a real difference.

Existing employees

Your existing staff will need to sign up to the WGP. This is an opportunity to showcase the difference that your organisation can make.

New employees

You can encourage new employees to sign up to the Program, by including the sign-up form in their induction pack, along with information about the Charity, and why your organisation has chosen to support it.

Workplace Volunteering

RMHC SA offers a range of Corporate Volunteering opportunities, from our Meals From The Heart dinner program, to Working Bees, to the Help Yourself meal program.

To find out how your organisation can be involved in one of these Volunteering opportunities, and for more information, contact RMHC SA's People and Culture Lead, Kellie Stewart – kellie.stewart@rmhc.org.au

Thank you for making a difference in the lives of seriously ill children and their families



For more information on the Ronald McDonald House Charities South Australia Workplace Giving Program, please reach out to fundraising.sa@rmhc.org.au, or call us on 8267 6922.