



Ronald McDonald
House Charities®
Greater Western Sydney

WORKPLACE GIVING



#KeepingFamiliesClose



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 make the world a better place.

How to Set Up a Workplace Giving Program

There are lots of things to consider before starting your own

Workplace Giving Program (WGP) including;

- Which charity your staff and organisation should support?
- Do you manage the program or 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 Greater Western Sydney

Ronald McDonald House Charities Greater Western Sydney (RMHC GWS) is committed to keeping families together by providing a warm and welcoming home away from home for families with a seriously ill child receiving treatment at The Children's Hospital at Westmead.

RMHC GWS alleviates the financial burden of paying for expensive accommodation by providing a safe and supportive place to stay. This means that families can focus on comforting and protecting their seriously ill or injured child. Your support ensures that our doors stay open and families are supported 365 days of the year.



STEP 1

How will your Workplace Giving Program Look?

Each organisation's WPG Program is different. 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?

- **Select a champion**

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

- **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.

- **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 RMHC GWS.

STEP 2

Who are your Workplace Giving Champions?

Having people within your organisation advocating the WPG Program is key to the success of the program. Your WPG champion/s will communicate the values of the program and encourage participation of colleagues. A champion/s demonstrating shared values could be from any department within the company.

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 WPG champion's role is to:

- Develop processes through liaison with the Payroll Manager
- Communicate the values of the Program by delivering key messages to the team
- Increase awareness of the Program within the organisation
- Develop relationships with colleagues to encourage sign ups and maintain loyalty with existing donors by working with RMHC GWS to demonstrate the impact Ronald McDonald House Westmead has on families being supported.

STEP 3

Let's get started

WPG 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. RMHC GWS recommends considering Good 2 Give or Benevity 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**

By setting up RMHC GWS on your payroll, automatic WPG payments become a breeze with minimal administration. Funds can be sent to RMHC GWS on a fortnightly, monthly, quarterly or half yearly basis. Set up WPG on your payroll with the following bank account details:

Account Name: Ronald McDonald House Charities Greater Western Sydney Ltd
BSB: 032 340 **Account #:** 119 901

- **Setting up your employees**

Attached is a donation form 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 RMHC GWS 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. RMHC GWS suggests an internal launch campaign to help. 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.
- 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. RMHC GWS can assist you with any collateral required for your launch.



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, in company newsletters, on your intranet, at morning tea and include in your CEO updates.
- Reinforce your vision and values. Communicate why your organisation has partnered with RMHC GWS.
- Showcase your partnership with RMHC GWS and invite us to your launch! We can chat to your employees about the huge benefits of WPG and tell them all about the impact we have on families thanks to our WPG partners.
- Motivate and reward employees - Consider employer matching as an incentive for sign up.
- Keep 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!

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.

- **Workplace Volunteering**

Encourage staff to volunteer at Ronald McDonald House – that way they see the impact of their dollars first hand. Our corporate volunteering opportunities are another way your organisation can support families of seriously ill children.

For more information or to discuss our Workplace Giving Program in more details please contact Amal Maait on:



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