

Payroll Giving

A DIY guide from WaterAid Australia



Payroll Giving program

A DIY guide for employers

In partnership with WaterAid, start your own Payroll Giving program with these easy to implement initiatives.

What is Payroll Giving?

Payroll Giving is when employees make small, regular donations from their pre-tax pay. It's simple, low cost and extremely effective.

You can also boost the impact of your Payroll Giving program through donation matching, fundraising, volunteering, skill sharing and in-kind support.

The smart way to give

Payroll Giving engages your employees, has a positive impact on the community and improves business performance.

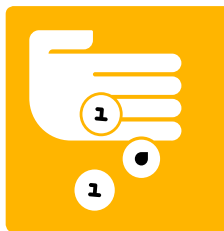
A successful program will bring your organisation's values and culture to life — giving your staff a greater sense of purpose at work, offering activities that develop pride, foster teamwork, enhance motivation and create lasting social change.

Payroll Giving responds to one of the significant challenges faced by charities today — finding stable and low-cost sources of funding.

Why Payroll Giving?

It's a win-win-win for business, employees & charities.

- You enjoy greater staff engagement, retention, productivity, reputation and social impact
- Your staff give in a smarter way and build a sense of pride in their employer
- Organisations like WaterAid get low-cost, regular funds, access to valuable skills and strong partnership



Fast facts

85%

of employees think it's important to 'give back' through work.

Workplace* givers are more **highly engaged** employees.

*Payroll Giving is also known as workplace giving



CEOs believe workplace giving* plays a **critical role in talent management.**



Australians see business investment in the community as **one of the most important drivers of trust.**

90% will choose to buy products or services from businesses they trust.

90%

Why partner with WaterAid Australia on Payroll Giving?

Can you imagine life without clean water, a decent toilet and good hygiene?

Every person needs a sustainable supply of clean water: for drinking, washing, cooking and cleaning.

It's a basic human right.



WaterAid/Tariq Hawari

Currently 703 million people in the world — almost one in ten — do not have clean water close to home. 200 million hours is spent by women and girls globally walking for water each day.

A decent toilet is something everyone should take for granted — at home, school, work and in public places.

It's a basic human right that protects people from dangerous diseases and provides dignity.

1.5 billion people in the world — almost one in five — do not have a decent toilet of their own.

With the incredible generosity and commitment of all our supporters, WaterAid is working with work with local teams and partners to help communities access clean water, decent toilets and good hygiene. And we use our experience and research to influence decision-makers to do more to provide these vital services.

Since 1981 we have reached 28.1 million people with clean water, 28.8 million people with decent toilets and 26.1 million people with improved hygiene. **With your help, we can do so much more.**

WaterAid's mission is to deliver lasting change.

By investing locally, we know that they can continue the good work after we're gone.



Your local WaterAid Australia team are here to support you in making your workplace giving program a success.

We can offer you:

1

Staff presentations
to build understanding on the work of WaterAid and the impact they are helping make possible — both virtual and in-person.

2

Promotional materials
and assets for your internal communication networks to build awareness and engagement with your program.

3

Regular reporting on WaterAid's impact and achievements, and the amount of funding you've raised — which can be used on your own platforms.



Why is AECOM involved?

AECOM

AECOM is proud to support WaterAid in helping to transform millions of lives every year by improving access to clean water, toilets and hygiene.

Through AECOM's Give Back platform, we have been able to match donations provided for Walk for Water and other fundraising initiatives during October.

Every extra dollar makes a difference. Our Give Back program has Australia and New Zealand-level strategic partnerships and programs aimed at creating impact for disadvantaged communities through focussing on improved access to education, clean water and clean energy, and aligns with our sustainable legacies pillars.

It allows our teams to make a difference in the community and environment of their choice.

Laura Fluck
Business Line Director Water & Program Management
AECOM

What makes a successful program

Leadership

CEO and senior leader support and participation

Focus

Focus on fewer cause areas, that align with business purpose, which leads to increased simplicity, participation and measurable impact

Staff sign on

Identify the right time, place and process to invite your staff to sign on to the program

Celebrate success and growth

Regular internal communication of impact. Set and report against targets

Champion network

Staff champion network that drives and promotes the program

Co-contribution

Match employee donations. Can be unlimited, capped or used as an incentive during sign-up drives

Setting up the program

Structure

Will your Payroll Giving program only focus on Payroll Giving, or will it include company matching, workplace fundraising, volunteering, skills sharing and/or in-kind support?

Set a goal

Aim for at least 50% staff participation. Build in other targets, such as number of volunteering days and value of in-kind support, as relevant.

Do your bit

Employer matching motivates employees to participate and has a positive impact on company culture. So, if you are serious about Payroll Giving, consider including a matching option.

Setting up is easy. You can use this [project plan](#) to help get your program started.

Talk to your staff

Get your staff involved right from the start. They need to know why you're establishing a Payroll Giving program and how it fits with your culture, business strategy and values.

Send out a staff survey to gain insights about the social causes and charities your employees are passionate about.

You can also use the survey to:

- Find out if employees would like to volunteer or take part in skills sharing
- Recruit 'champions' — employees who are keen to develop and promote your Payroll Giving program internally
- Generate ideas for the program's 'brand'
- Learn how employees would like to receive feedback on the impact of donations

Workplace Giving Australia research (2013) revealed that workplace giving programs are more successful when causes and charities have organisational relevance — something the business and its employees can relate to and support together.

As an existing supporter of WaterAid, partnering with us on your Payroll Giving program allows you to further connect your teams to our shared goal of seeing everyone, everywhere have access to clean water, a decent toilet and good hygiene.

Getting staff to sign up

Opt-in for existing staff

Your existing staff will need to opt in. But don't make it a chore — use it as an opportunity to promote Payroll Giving and the positive impact your staff can have when they give as a team.

Opt-out for new employees

Through opt-out, new employees sign up to donate a small amount via their Offer of Employment letter, unless they tick the 'opt out' box. Experience shows 50-70% of new employees are keen to give and don't opt-out.

[Learn more here](#)



Implement your program

All current payroll systems or accounting software can facilitate Payroll Giving. The set-up process is straightforward — similar to a SMSF or health fund.



WaterAid/Tariq Hawari

WaterAid set-up

We will provide your finance team with all the relevant details they need to know.

Employee set-up

Employees can complete and submit a donation form, or authorise donation through an employment contract/deposit narration to help WaterAid track where donations have come from. They include the company's name and a workplace giving reference. For example, XYZ Ltd's narration would be 'XYZLtdPRG'

- If matching, determine when matching funds will be transferred to WaterAid
- Agreed WaterAid receipting process
- Payroll produces monthly report for program manager, including:
 - Participation % = total staff / number of employees giving pre-tax
 - Total donation amount (per charity) per pay period
 - Optional: location of donors; volunteer hours (if relevant)
- At the end of the financial year, total Payroll Giving donations are recorded on each employee's PAYG summary

Handy facts

- Payroll Giving doesn't affect an employee's superannuation and payroll tax calculations like salary sacrificing. Payroll Giving reduces the donor's PAYG liability, but it doesn't decrease their gross income.
- Payroll Giving eliminates the need for employees to keep records of charitable donations and guarantees they receive the tax benefits of donating each pay.
- If you have a large number of employees you can choose to enable staff to donate to any deductible gift recipient charity, we recommend you consider engaging a third party provider to process donations to make it easier.



What will it take from here?

Marketing collateral

Develop simple and powerful messages to get staff interested in the program. WaterAid can support you with this.

Launch

Create a fun and engaging event or campaign to unveil the program and social issues you're supporting. WaterAid can do this in collaboration with you.

Keep it fresh

Give your Payroll Giving program some attention throughout the year to keep it running at its best. Your WaterAid account manager can include this as part of your regular catch ups.

Create a campaign

An internal campaign will bring your program to life, create cut-through and engage employees in Payroll Giving.

Top tips for your Payroll Giving campaign

Key concepts

Leadership

An endorsement from your leader builds credibility and shows staff that supporting social issues is important to your organisation's culture

Essentials

Why: the business is establishing the program; link messaging to culture, values, strategy

What: Payroll Giving is

How: employees can get involved

Who: WaterAid is

The ask

Inspire: the business is establishing the program; link messaging to culture, values, strategy

Keep sign up simple: ask staff to donate **\$1, \$2 or \$5 a pay** or split their donation equally between charities

What's in a name?

Build a brand that resonates with employees. For inspiration, check out these Payroll Giving brand from other businesses:

- Everybody Counts — Chartered Accountants ANZ
- Hearts@Work — Hindmarsh
- Helping Hands — JB Hi-Fi
- Energy For Life — AGL

Embed in your employee value proposition

To help attract great staff and build a giving culture, follow these tips:

Recruitment

Promote Payroll Giving as a benefit to prospective employees.

Share information about the program and your partnership with WaterAid on your website, in job advertisements and during your recruitment process to show prospective employees that your business is supporting the community.

New employee induction

- 63% of employees would be happy to be automatically included in their company's Payroll Giving program. So, include an opt-out clause in Offer of Employment letters
- Include the Payroll Giving sign-up form in all 'new starter' packs
- Ask a champion to speak at inductions and get new staff excited about Payroll Giving
- Send new employees a letter from the CEO, sharing why the business encourages giving through the workplace and why it's important to your culture



of employees want communications from their employer
(not directly from the charity) about where and how donations are spent.

Keep it fresh

Promotions

Like most things, Payroll Giving programs need some attention to keep them performing at their best!

- One or two promotional campaigns throughout the year to keep the program "top of mind", potentially aligned with World Toilet Day on 19th November or National Water Week in the third week of October.
- Tap into Payroll Giving month each June — an opportunity to give your program a refresh each year, and help reach the goal of 1 million donors contributing through Payroll Giving across Australia.
- Share feedback from your partner charities about the impact your contributions are making
- Run campaign when employees think about giving, such as Christmas

Our mission is to deliver lasting change

**But we need your
help to do it**

**Payroll Giving is a simple,
tax-efficient scheme which
allows employees to donate
to WaterAid directly from
their salary, before tax.**

This means that enabling more people to gain access to clean water, decent toilets and good hygiene actually costs employees less.

**Sign up today to support our programs
in Cambodia, Papua New Guinea and
Timor-Leste.**

WaterAid's Payroll Giving program aims to raise essential funds to help establish and maintain water, sanitation and hygiene projects.



Find out more

**Contact us to find out how we can
help you implement a Payroll Giving
program in your workplace.**

E-mail: corporate@wateraid.org.au

