



Workplace Giving

Workplace giving (WPG) helps maximise your team's impact throughout September and beyond.

Matching donations through your WPG platforms increases fundraising, builds momentum and encourages more people to get involved across your workplace and opens the door to other fundraising opportunities such as volunteering and salary donations.

What is a WPG platform?

A workplace giving platform is a tool that allows employees to donate to charities through their organisation, often with the option to have those donations matched by their employer.

Many organisations already have these platforms set up as part of their employee benefits or social impact programs.

Common platforms include:

- [Benevity](#)
- [Good2Give](#)
- [Goodstack](#)

If your organisation uses one of these platforms, you may already have donation matching available for September.

Dollar matching

Dollar matching (or donation matching) is when your workplace matches the donations your team raises during September.



- 1** An employee raises \$50
- 2** Your workplace matches \$50
- 3** The total impact becomes \$100

Matched giving is one of the easiest and most effective ways to help employees reach their fundraising goals faster while boosting your workplace's overall impact supporting babies with cerebral palsy.

Corporate dollar matching:

Some organisations commit to match employee fundraising directly through corporate social impact, ESG or foundation budgets, rather than through a workplace giving platform.

This can be done by committing a corporate match pool during September.

For example:

- An organisation commits \$10,000 to match employee donations
- Employee fundraising is matched dollar-for-dollar until the pool is reached

Why organisations do this

Corporate matching programs help organisations:



Increase employee engagement



Encourage participation in workplace fundraising



Strengthens employees' sense of impact and contribution



Demonstrate social impact and corporate responsibility



Double the impact employees make



Helps teams reach their fundraising goals faster

For September participants, this also helps teams reach fundraising targets faster and builds friendly competition across the workplace.

Getting started for September

- 1 Check if your organisation already offers donation matching
- 2 Decide how you'll activate it (platform or corporate match)
- 3 Promote it early so employees know their donations can be doubled
- 4 Remind teams throughout the challenge to submit their donations

Customise your template here: [Workplace Giving Social Tiles](#)

Workplace Giving in Action



Marsh McLennan



MACQUARIE

