

# Working Australians want to give through the workplace



A national survey conducted by AskU occurred in April and May 2014. The results support previous research findings conducted over the years and highlight the willingness of working Australians to give through the workplace and the imperative role businesses and leaders play.

would feel happier giving to charity if they **knew their donations went directly to the charity** rather than via a for-profit fundraising agency.

96%



## The willingness of working Australians to give:

### TAX

86% would be more inclined to give through pre-tax payroll giving knowing it is one of the most cost effective ways for charities to fundraise



85% feel it's important to give back to the community through workplace giving (pre-tax donations, time, skills and in-kind support)



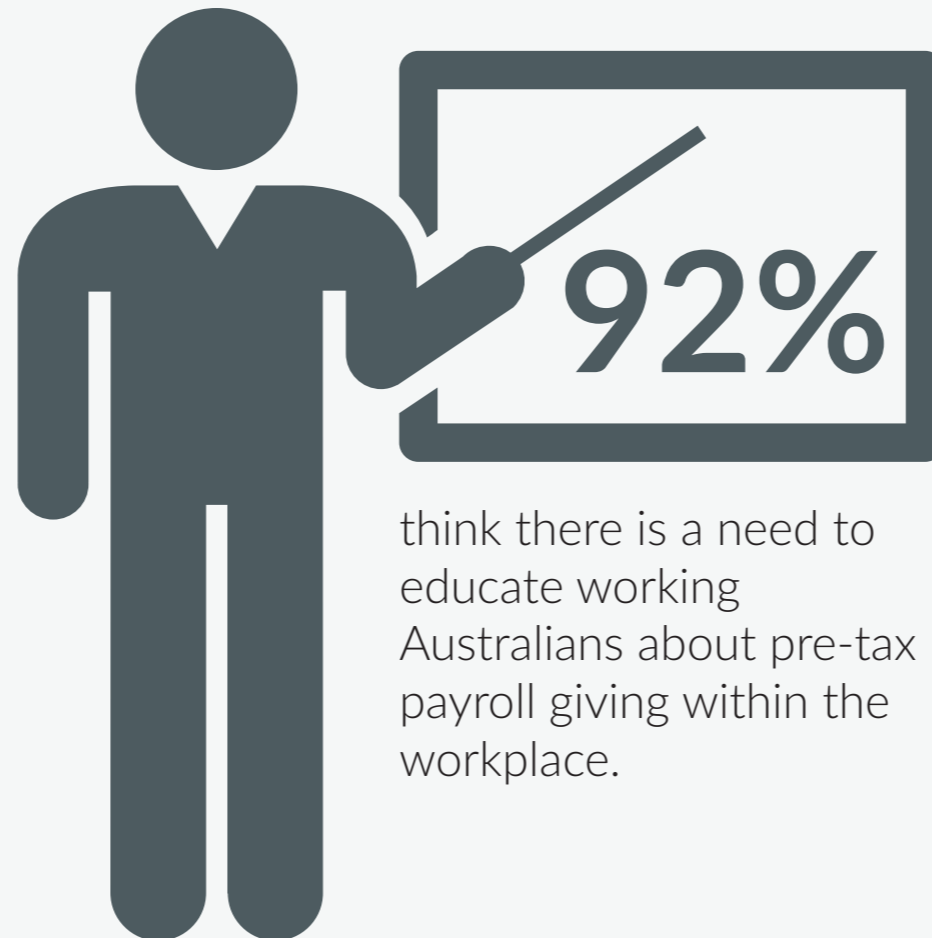
83% of employees will support a worthwhile charity within their workplace



77% are happy to give to charities regularly



74% of employees would prefer to give \$5 per week over a year than a bulk amount



think there is a need to educate working Australians about pre-tax payroll giving within the workplace.

## The responsibility businesses and leaders play in workplace giving:

95% think workplace giving should start from the top with CEOs/ managers leading by example



95% would be more inclined to give to a charity through the workplace if their employer matched the donations



73% would be more inclined to donate if the leaders of the company have through pre-tax payroll giving



63% of employees will feel happy to automatically be included in the company's charity program

