



Workplace Giving



Guide for Employers

Small gifts ♥ Big impact

Leukaemia
Foundation®

Small gifts ♥ Big impact

Join the movement to stop blood cancer wrecking lives.

Every day, another 50 Australians are diagnosed with blood cancer, joining more than 110,000 people living with the devastating impact of Australia's second most diagnosed cancer.

A blood cancer diagnosis can stop life in its tracks. Treatment often needs to begin immediately - sometimes far from home, friends, and family.

In this scary time, your workplace has the power to help.

When employees give a small gift directly through their payroll every pay cycle, your organisation will make an incredible impact on the lives of people facing blood cancer and their families.

Every small gift will have a big impact for Australians facing blood cancer now and into the future. These donations go directly toward funding:

Expert support, including accommodation near most major hospitals, help getting to and from appointments and access to the Leukaemia Foundation's highly trained Blood Cancer Support Coordinators, who offer emotional support to patients and their loved ones.

Leading-edge research driving rapid advancements in blood cancer treatments, diagnostics, novel therapies and help giving Australians access to global clinical trials.

Campaigning for change – the Leukaemia Foundation advocates for better policies, better access to new and innovative treatments, better diagnostics and, ultimately, better outcomes so that more people live through blood cancer and live well.

Powered by your generosity, together, we can reach the goal of zero lives lost to blood cancer by 2035.



Saving lives through research

In May 2020, Elowen Boston's parents, Will and Bronwyn noticed she was looking pale and had lingering bruises.

After blood tests, it was confirmed that very afternoon that she had leukaemia.

Your blood is a remarkable thing. It keeps you alive by giving your body what it needs, taking away what it doesn't and fighting off infection.

Blood cancer stops your blood from doing what it needs to keep you alive and healthy.

It does not discriminate.

Every day, another 50 Australians are diagnosed with blood cancer, joining **more than 110,000 people** living with the devastating impact of our second most diagnosed cancer.

Before even reaching her first birthday, Elowen had faced a greater challenge than many of us will in our lifetime – a life-threatening blood cancer diagnosis, **acute myeloid leukaemia (AML)**.

Each year, over 1000 Australians are diagnosed with AML, a blood cancer of the bone marrow that often requires aggressive treatment and has a high rate of relapse.

“*It was the most terrifying moment, we were fighting with every single emotion and we just looked at each other thought, ‘this can't be real’.*” - Elowen's dad Will

While in intensive care, Elowen was started on a treatment protocol as part of an international clinical trial for childhood AML. Fortunately, she had a fantastic response to the trial and in September 2020 she finished her treatment and is cancer free.

Thanks to the generosity of donations like yours, the Leukaemia Foundation is **investing \$2.99 million** to better understand and treat AML as part of our **National Research Program**. This research is working on ways to reduce the severe risk of relapse, as well as testing more effective and targeted treatments, so patients like Elowen don't just survive AML, but thrive beyond it.



How does Workplace Giving work?

What

Workplace giving is when employees make regular donations from their pre-tax pay. It's simple, low cost and extremely effective. You can also boost the impact of your workplace giving program through matched giving, fundraising, volunteering and in-kind support.

Why

- It's a win-win for your business, employees and Australians facing blood cancer!
- Employees who participate in workplace giving are more highly engaged employees.*
- You'll enjoy greater employee retention and productivity, whilst increasing your social impact in a meaningful way
- Your employees can give in a simple way and build a sense of pride of their workplace.
- The Leukaemia Foundation receives regular donations that will be put to immediate use, whilst building a strong partnership with your organisation.

(*fast fact from Workplace Giving Australia – One Million Donors)



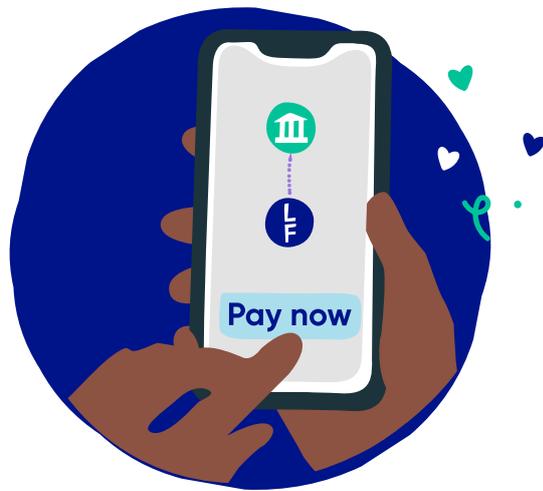
Small gifts ♥ **Big impact**

There are two ways for your organisation to pay in workplace giving donations:



Third party platforms

The Leukaemia Foundation is currently listed on **Goodcompany**, **Good2Give** and **Benevity**. These platforms are great options, but it is important to choose the best option for your organisation's needs. If you are using another platform, please let us know.



Bank Transfers

Set up your Workplace Giving program internally through regular bank transfers that coincide with your pay cycle.

Register here to create your workplace giving profile page and obtain your unique agent number.

“NAB employees are proud to support the Leukaemia Foundation through our workplace giving program. Our people love donating through workplace giving, helping them contribute to a cause that means something to them and with the knowledge their contribution will make a difference. We look forward to continuing to support such a great cause.”

**- Laura Cochrane and Lucy Doyle -
Heads of Strategic Giving at NAB**



Choose the Leukaemia Foundation as your workplace giving charity partner and make an award-winning workplace giving program in these 8 easy steps!



1 Leadership

Have your Board/CEO/Senior leaders support and participate in the workplace giving program by **donating 1%** of their salary. Leading by example can be a powerful way to engage your employees.

2 Employees

Involve your employees right from the start. Let them know why you're starting a workplace giving program and how their generosity will help Australians facing blood cancer. When it's time, invite your employees to donate through workplace giving.

3 Goal

Set a goal and aim for at least **50% employee participation**. You could also set other goals, like holding volunteering days and participating in Leukaemia Foundation fundraising events.

4 Communicate

Send regular internal communication of impact. We'll send you Leukaemia Foundation news and updates to share and inspire your team! It's also great to share progress reports on the goals you set.



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5 Champion

Create an employee champion network that drives and promotes workplace giving throughout your organisation. Enthusiasm is infectious!

6 Match

Match employee donations. This can be unlimited, capped or even used as an incentive during sign up drives. Matched giving will motivate your employees to participate and powerfully double the impact of their donations!

7 Launch

Create some excitement and fun with a workplace giving program launch event! Get your champions involved – they can organize launch events, answer questions and create buzz. We can also provide a message to share at your launch, or even send a Leukaemia Foundation representative where possible.

8 DNA

Make workplace giving a part of your company's DNA. It feels great to be united as an organisation in the fight to beat blood cancer.

Let's connect

For more information or to connect with one of our Business Partnerships Managers, please contact:

1800 620 420

businesspartners@leukaemia.org.au

leukaemia.org.au

 Follow us

New employees:

When a new employee joins your organisation, consider allowing them to automatically sign up to donate a small amount via their offer of employment letter (with an out-out box available for ticking too).

Experience shows **50-70%** of new employees are keen to give and don't opt out, which will help increase your organisation's workplace giving participation rate. Existing staff will need to opt-in.