



givestar

**EMPLOYEE DONATION WALLETS:
RE-THINKING CORPORATE GIVING**

**NEXT GEN.
FUNDRAISING**



EMPLOYEE DONATION WALLETS: RE-THINKING CORPORATE GIVING

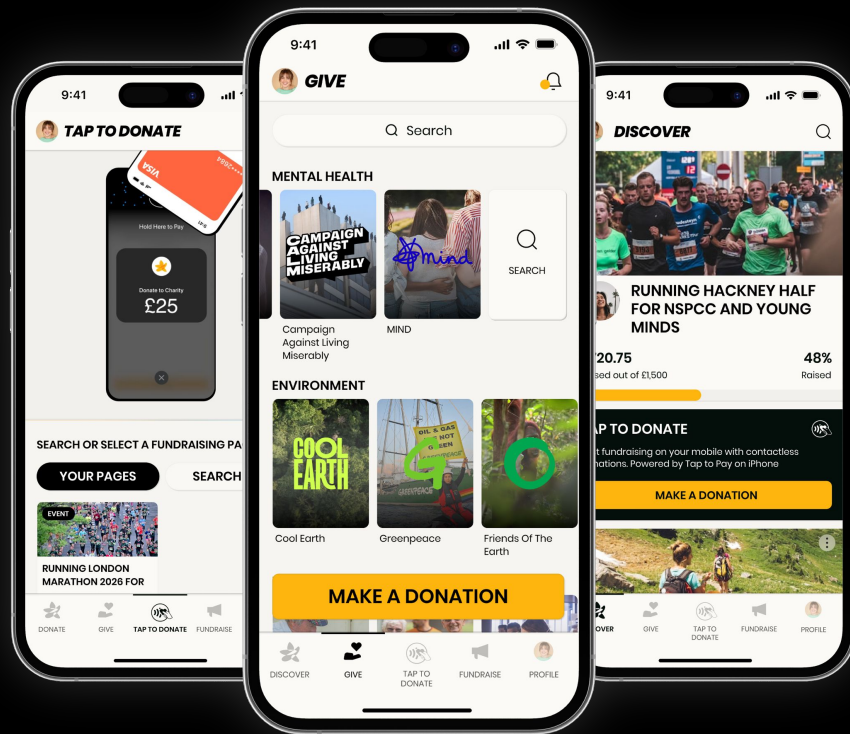
LEARNINGS AND OPPORTUNITIES
FOR CSR TEAMS CONNECTING
**EMPLOYEE ENGAGEMENT AND
GIVING**



ABOUT GIVESTAR

GIVESTAR IS A **NEXT
GENERATION GIVING
PLATFORM** CONNECTING
DONORS, CORPORATES AND
200,000 CHARITIES

WE'VE SUPPORTED **1.5m**
PEOPLE TO GIVE OVER \$45m



GIVESTAR IS A TRUSTED PARTNER TO THE BEST LOVED CHARITIES, CORPORATES & EVENTS



BENEFACT GROUP

BENEFACT GROUP IS A DIVERSE FAMILY OF SPECIALIST FINANCIAL SERVICES BUSINESSES, DRIVEN BY OUR SHARED AMBITION TO DO RIGHT BY OUR CUSTOMERS AND CLIENTS, AND UNITED BY A COMMON PURPOSE TO GIVE ALL AVAILABLE PROFITS TO CHARITY AND GOOD CAUSES.

**my
giving** 



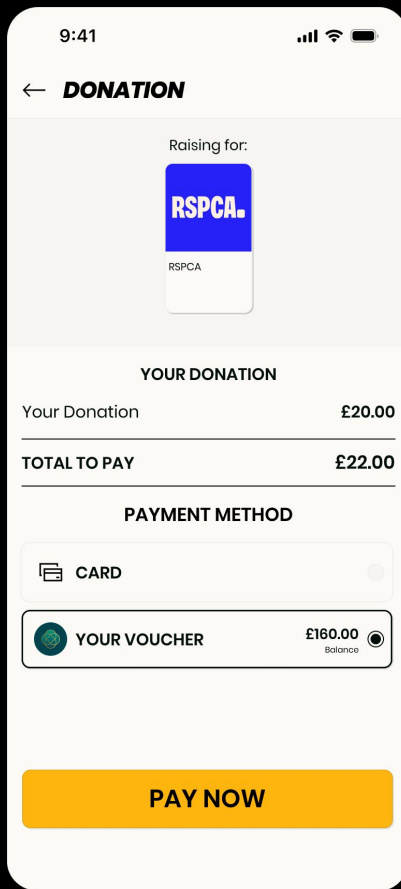
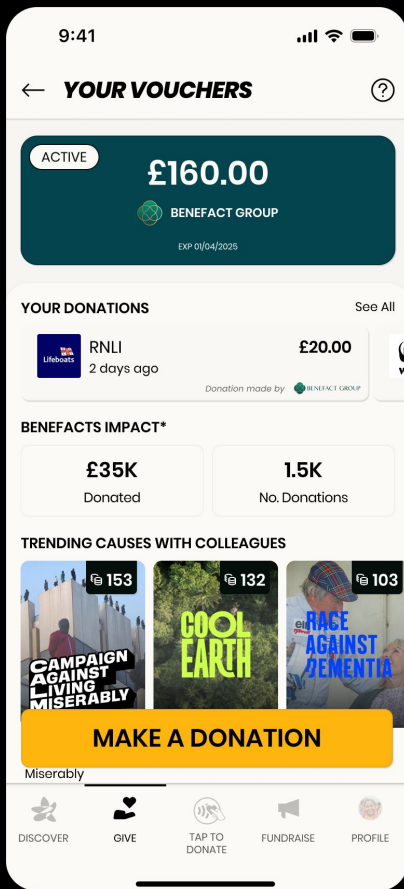
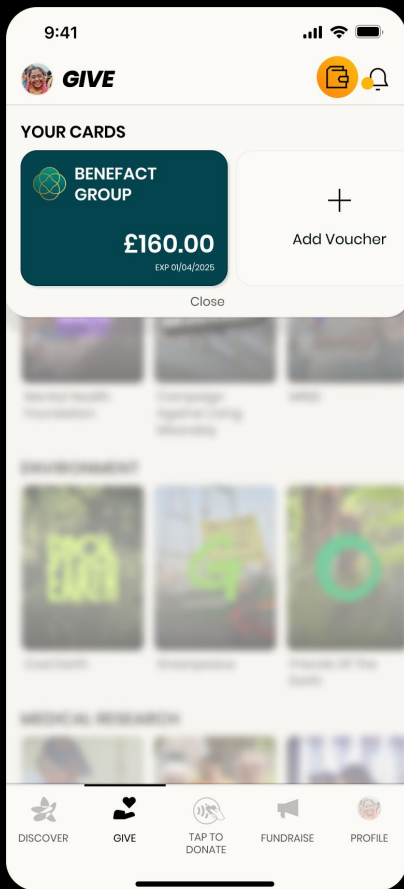
THE CHALLENGE

***HOW DO WE HELP EMPLOYEES FEEL
PART OF THE DONATION STORY?***

PROGRAMME DESIGN – MOBILE DONATION WALLET

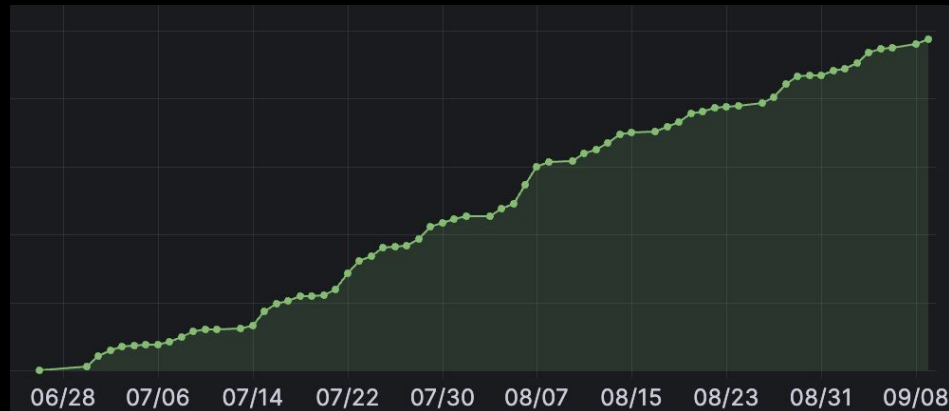
WE GAVE EVERY EMPLOYEE A £200 DONATION VOUCHER

- 1. SIMPLE AND FLEXIBLE FOR EMPLOYEES – NOT A CHORE***
- 2. ADMIN LITE FOR MANAGERS AND FINANCE***



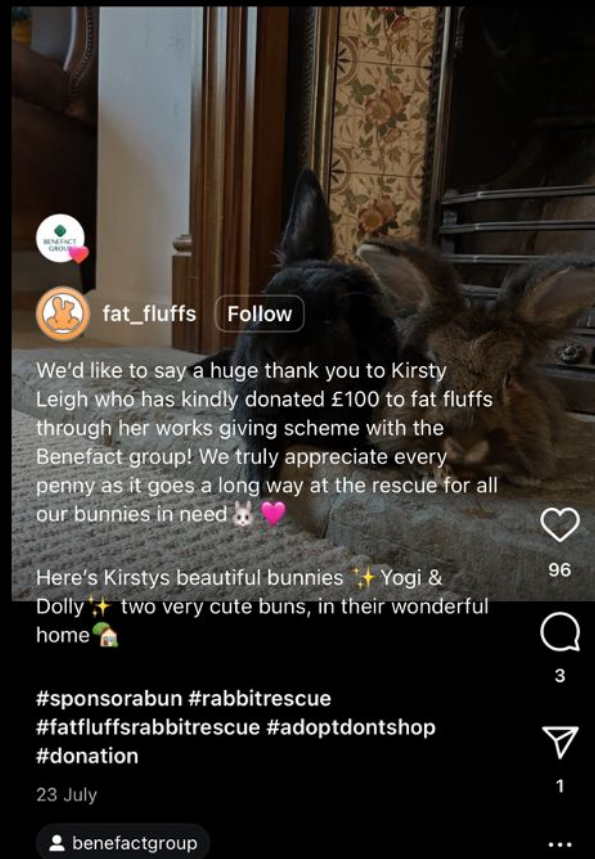
THE RESULTS

1. OVER £120k DONATED ALREADY,
WITH **VERY POSITIVE REVIEWS**
FROM EMPLOYEES
2. **500+ CHARITIES** SUPPORTED
ALREADY
3. ADMIN TIME ALMOST **REDUCED**
TO ZERO



TRUE IMPACT

*"I've just given my donation
– seamless"*



LESS OF THIS...

* Charity Name (required)

* Charity Address (required)

* Charity Postcode (required)

Charity Number



MORE OF THIS...

ENGAGEMENT AND EFFICIENCY = GIVING FEELS GOOD



SOME LEARNINGS

1. EMPLOYEE **CHAMPIONS**
2. LAUNCH AND **STEWARDSHIP**
3. EMAIL **WHITELIST!**

my
giving 

THE FUTURE: GIVING AS AN EMPLOYEE BENEFIT

CORPORATE GIVING

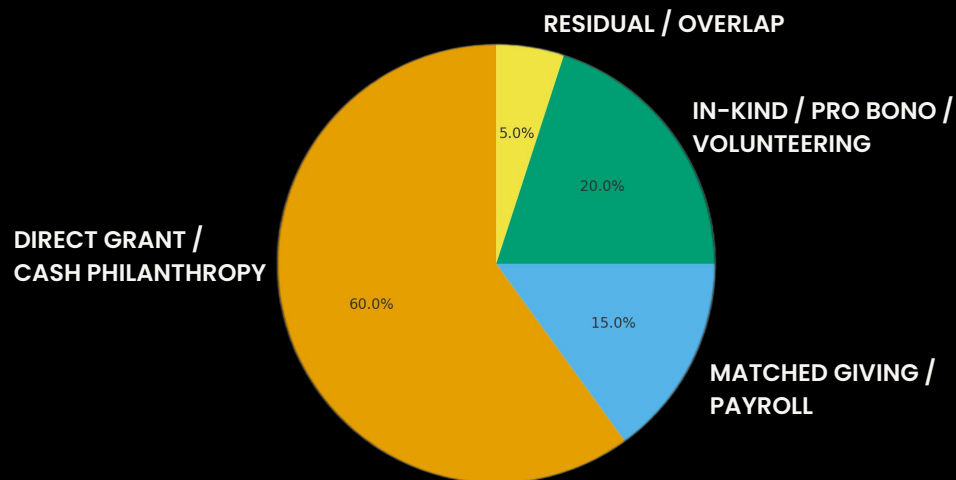
+

MATCH FUNDING

+

EMPLOYEE DONATION WALLETS

ESTIMATED BREAKDOWN OF UK CORPORATE GIVING (£4.5bn TOTAL)



THANK YOU!

**FIND US AT OUR BOOTH IF YOU WOULD LIKE TO LEARN
MORE...**

**ENTER OUR PRIZE DRAW TO WIN A £500 CHARITY
VOUCHER**

THANK YOU