

**YOUR
TIME
IS
NOW!**

The tools you need.
The relationships
you build. The
change you make.

Partnerships

How peer-to-peer fundraising can build a more impactful charity-corporate partnership

Justine Curtis-King

Founder & CEO, Inspired Adventures



Introduction

- Justine Curtis-King, Founder & CEO of Inspired Adventures
- Inspired Adventures has raised over \$33 million for charity partners through adventure fundraising
- Charity challenges use P2P fundraising methods and also attract corporate involvement

How can P2P fundraising build a more impactful charity-corporate partnership?

- How charities traditionally engage corporates
- Why corporates are the ideal peer-to-peer fundraisers and strategic methods for engaging corporate groups
- This is a win-win partnership for corporates and charities

Community Fundraising & Corporate Partnerships

The rise of peer-to-peer fundraising

- Proven to be an **effective and efficient** method of raising funds
- Has grown exponentially with advances in digital technology and social media platforms
- Around **1/4 of all online donations comes from P2P networks**

(Source: 2015 Network for Good)

Traditional corporate fundraising

- Corporates gave **\$17.5 billion** to charities in 2017
(Source: Giving Australia 2016)
- **65% of large businesses and 23% of SME** surveyed were involved in charity sponsorship (Source: Giving Australia 2016)
- Traditional methods of engaging corporates are donations, grants, workplace giving programs, pro bono work, in-kind donations, and volunteering

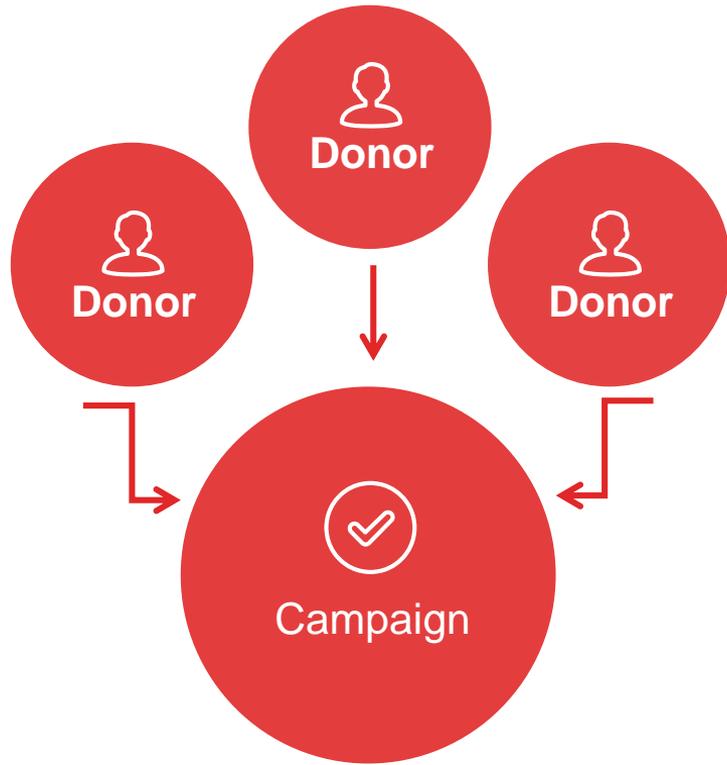
Corporate sponsors are overlooked

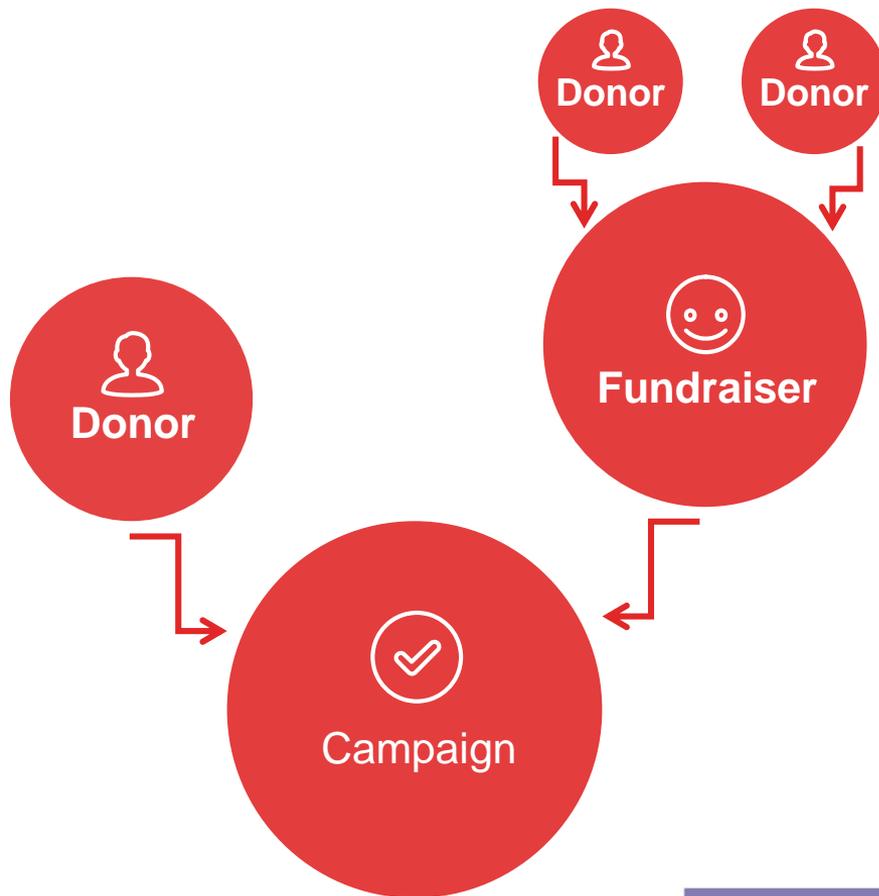
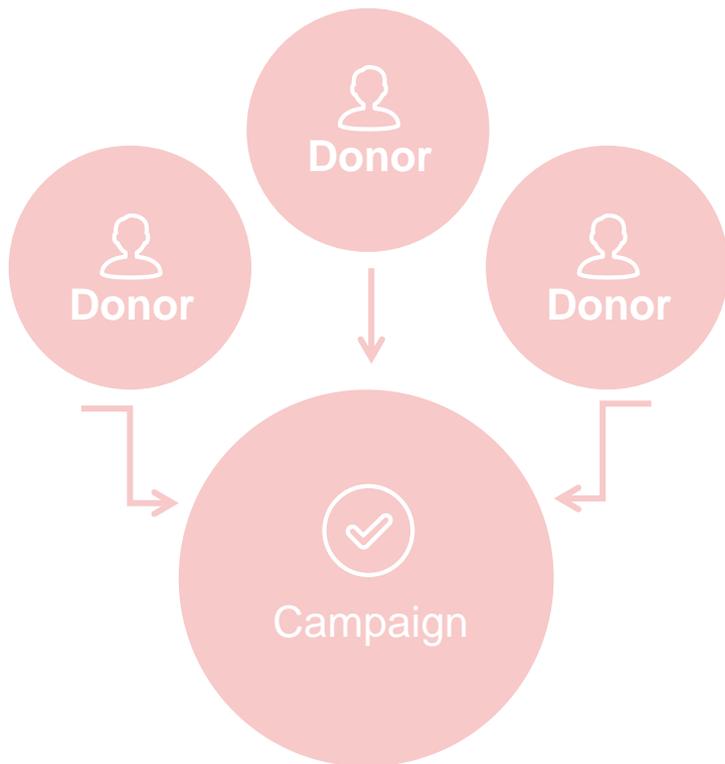
- Charities don't see a clear connection
- No reason to change an already successful model
- Already asking partners for too much

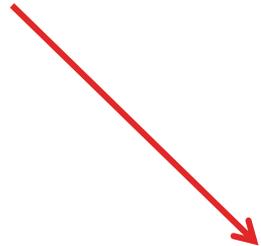
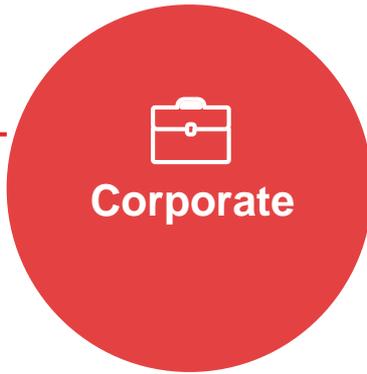
Overlooking Corporates in Peer-To-Fundraising is a missed opportunity

Corporates and Peer-to-Peer Fundraising

- Unique method to **strengthen existing corporate relationships**
- Opportunity to **bring on board new sponsors** by creating a P2P campaign tailored to an organisation
- **Sustainable** as P2P continues to grow
- Potential for exponential growth as corporate employees and their networks **transform to long-term donors**







Cash Donation
In Kind Donation
Dollar Matching

Structure of corporates

Teamwork

**Supportive
Environment**

Accountability

**Established
Network**

Incentives

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Considerations

- Who are the existing relationships with?
- What does the current fundraising portfolio look like?
- Besides fundraising, what outcomes would a charity like to achieve?
- Does the corporation align with a charity's values?
- Is there potential for a long-term partnership?
- What does the corporate need?

Methods for engaging corporates in peer-to-peer fundraising

Engage CEOs

Design custom
approach

Incorporate into
existing events

Support employee
efforts

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Engaging CEOs & Senior Leadership

- Using the power of a leadership team to propel the fundraising campaign

Vinnie's CEO Sleepout

- Started in 2006, Vinnie's CEO Sleepout invites senior leaders to sleep outside on one of the coldest nights of the year in order to support Australians who are experiencing homelessness
- In 2017, more than 1,200 CEOs and business leaders raised **\$5.6 million** (Source: Vinnie's CEO Sleepout, 2018)
- In 2018, the fundraising increased to **\$6.9 million** raised

BCNA CEO Challenge

- BCNA's CEO invited the CEO's of their corporate sponsors to engage further with the cause by trekking the Larapinta trail in Central Australia
- Corporates represented included Baker's Delight, Combo, Hanes, John Cotton
- BCNA's CEO was able to connect directly with major donors in a shared challenge experience and speak about their shared vision for the cause

CASE STUDY



What's effective about this model?

Genuine opportunity for corporate to experience values in action

The collaborative, community aspect of peer-to-peer fundraising campaigns create excellent opportunities to showcase a charities' values.

Demonstrates commitment to relationship building

When a charity's CEO shows willingness to enthusiastically support a community fundraising event, it shows the charity is serious about connecting with their corporate sponsors.

Creates flow on effect amongst staff

CEOs and senior management are leaders in their workplaces. Their participation has the potential to create a flow on effect amongst their staff, inspiring others to commit to a charity's cause.

Engage CEOs

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Support employee
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Incorporate into existing events

- Effectively use the success of an existing peer-to-peer campaign to further a corporate relationship

Leukaemia Foundation

- Leukaemia Foundation partners with several corporate groups in the mining and energy sector in a variety of ways, including Giving At Work programs, volunteer opportunities, and P2P events
- World's Greatest Shave is one of Leukaemia Foundation's signature events. In 2018, they raised over \$16 million
- The resources sector has their own team within the World's Greatest Shave which has raised over \$4 million over the last four years

(Source: Leukaemia Foundation, 2018)

What's effective about this model?

Utilise an already established and managed event

Using an already established event can expand on the successes of an annual community fundraising activity.

Focus on fostering relationships, instead of event organisation

Charities can spend time prioritising the donor care of their corporate partners.

Great way to leverage existing partnership

Participation in a P2P fundraising event is a simple method of furthering an established partnership with benefits to both charity and corporate.

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Create Tailored Peer-to-peer opportunity

- Maximise benefits for corporate sponsors by creating an original approach to P2P fundraising

Mater Foundation

- Mater Foundation established an adventure fundraising program in 2012 that has directly raised \$1.8 million in participant fundraising
- Mater offers corporate sponsorship package options to buy into the program
- Since inception, the program has engaged 60 sponsors, 22 who were new donors to Mater
- Corporate sponsors have contributed \$434,000 and an additional \$513,000 post-treks



What's effective about this model?

Considerate of corporate needs

A custom approach requires charities to prioritise the outcomes that most benefit their corporate partners. This makes it easier for a corporate partner to engage.

Engage a wider range of corporate needs

By creating tailored opportunities, charities create options for SME to contribute.

High engagement leads to long-term partnership

A tailored program will facilitate incredibly high engagement with a corporate partner, meaning it's likely to inspire sponsors to continue supporting the charity.

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Support employee giving

- Encourage corporates to create work environments that support ongoing employee giving

Redkite and Coles

- Coles has been a corporate sponsor of RedKite since 2013 and raised **over \$30 million** (Source: RedKite, 2019)
- Coles runs many community fundraising events in partnership with RedKite, but also facilitates and encourages employees to participate in peer-to-peer campaigns to support RedKite
- Employees are supported by RedKite and Coles in hosting peer-to-peer fundraising events in store as well as dollar-matching donations

What's effective about this model?

Encourages employee engagement with corporate

Corporates provide direct support to their employees' fundraising, which is a positive interaction and promotes engagement.

Sets groundwork for sustainable model

Employees interact more directly with the charity, which inspires them to become long-term community fundraisers or regular giving donors.

Showcases charity strengths

Charities are the fundraising experts and this model allows them to use this particular expertise to not only benefit their results but also the corporate's staff morale and reputation.

Benefits of engaging corporates in P2P fundraising

Charity benefits

- Fundraising dollars
- A strengthened relationship with existing corporate sponsors
- Bring on board new partners
- Transform employee network to long-term donors and fundraisers

Corporate benefits

- Generate employee engagement
- Increases brand value
- Builds teamwork and collaboration amongst staff
- Modern approach to CSR

Engaging corporates in P2P fundraising is ultimately a win-win partnership

Corporates are genuinely seeking peer-to-peer opportunities

- More than half of corporates surveyed said they hope to deploy peer-to-peer campaigns for their employees (Source: Classy, 2019)
- In the same survey, 85% of businesses said they would not have capacity to run their own campaign successfully
- Thirty-two percent of employees of these companies said they want to know more about their corporate giving charities

Charities have the power to facilitate this partnership

- Charities are the fundraising experts—they have the resources and capacity to organise the peer-to-peer campaigns
- Corporates are willing to engage and their employees are asking for the opportunities
- The key is to design a P2P campaign that suits a sponsor's needs and maximizes the return for the charity

Contact

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**THANK
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