

How to set up a Workplace Giving Program with Youngcare



The issue—it's a big deal!

In Australia, there are over 7,000 young people with high care needs in aged care and over 700,000 being cared for at home, often with limited support.

Being young is about having a lifetime ahead of you, yet aged care is designed for someone at the end of their life. The realities of aged care mean a young person will share a residence where the average age is 84 and the average life expectancy is just three years¹. For young people living in aged care, statistics² suggest that:

44% will receive a visit from friends **less than once a year**

34% will **almost never participate** in community-based activities such as shopping

21% will go outside the home **less than once a month**

27% are **parents of school age children**

46% are in **partnered relationships**

The issues faced by these young people, their families and carers are broad and complex and there are many in desperate need of assistance. We believe there is an **urgent need to raise awareness** of this national issue to **drive change** and **create real choices** in care options and support for young Aussies with high care needs.

Our work

Youngcare's **Housing Solutions** are committed to driving change and developing practical alternatives to aged care. Our building program creates age-appropriate homes—vibrant, modern living spaces where young people can live young and independent lives, with appropriate and dignified care.

Youngcare **At Home Care Grants** provide one-off funding for equipment, home modifications and emergency respite care to enhance the quality of life for young people and their carers. Having distributed approximately \$3m to 528 families to date, the program is pivotal in keeping young Aussies at home with their families and preventing new admissions to aged care.

Youngcare **Home Soon Grants** offer funding of between \$5,000 and \$20,000—or in exceptional circumstances up to \$50,000—to supplement an existing plan for a young person leaving aged care. Since 2014, these grants have enabled nine young people with high care needs to smoothly transition back in to their community.

Youngcare has an active applied **research** agenda in partnership with Griffith University that contributes to a national dialogue on the needs and aspirations of young people with high care needs.

Youngcare Connect is a free national support phone line which, since 2010, has fielded over 10,000 calls, helping families to navigate the maze of the healthcare system. Staffed by dedicated, qualified employees who connect individuals, families and carers with appropriate accommodation options, respite care, local service providers, sources of funding and social and recreational support.

¹ Australian Institute of Health and Welfare (2011)

² Winkler, D., L. Farnworth, et al. (2006), Australian Health Review

What is Workplace Giving?

Workplace Giving is a simple yet powerful way for employees to make a difference in the lives of young Aussies with high care needs, by contributing to Youngcare through regular payroll deductions. Once established, Workplace Giving provides both Youngcare and your organisation with a low-cost and low-maintenance way to support the community.

Making a difference

For Youngcare, Workplace Giving means having a regular source of income to develop and deliver our vital programs and services to support young people with high care needs and their families.

For employers, Workplace Giving means demonstrating leadership in the community and in doing so, improving staff morale and retention. According to Australian Charities Fund, studies show that Workplace Giving attracts talent to the organisation and helps to retain staff as they feel more engaged with an employer who clearly demonstrates that they have a broader role to play in the community in which they operate. Performance will inevitably improve with an engaged workforce and your organisation will be viewed more favourably.



53% of consumers felt more favourably towards an organisation knowing they were a key supporter of Youngcare

For employees, “Workplace Giving is the most simple and cost effective way to donate to the causes you care about. Donations come straight out of your pre-tax pay making it a straightforward approach, plus you’ll receive an immediate tax benefit rather than having to wait until the end of financial year. Workplace Giving minimises administration costs for the charity, allowing it to commit to long-term programs, and ensures the funds go straight to where they’re needed. Not to mention the sense of pride and meaningfulness you will feel knowing you and your colleagues are working together to support important causes” – *Australian Charities Fund*

Communication and information

Youngcare will work hard to keep your organisation’s employees enthusiastic and informed about how their Workplace Giving donations are being put to work, through:

- Presentations to your organisation’s employees by Youngcare staff
- Invitations to your organisation’s employees (where possible) to experience the impact of their generosity
- Newsletter and email updates
- Preparation and provision of up-to-date information, case studies and testimonials for inclusion in your communications



How to set up a Workplace Giving Program

1. **Invite** Youngcare to participate in your Workplace Giving Program.
2. Decide whether you will reduce the amount of tax you withhold from the salaries of your participating employees to account for the amount donated each pay—doing so will enable them to **receive immediate tax benefits!** (If you decide not to reduce the amount of tax withheld, these employees will be able to claim a deduction when lodging their tax return at the end of the income year.)
3. Find out who would like to participate and how much they are willing to donate. Also, ask whether they would like to receive updates from Youngcare, such as the monthly newsletter and event invitations.
4. Deduct the agreed donation amount from the income you pay to each participating employee and forward it to Youngcare as a lump sum either at the end of each pay cycle or calendar month. **Youngcare's deposit account details:**

Account name: Youngcare Ltd

BSB: 484 799

Account number: 502 308 746

(A regular depositing schedule helps Youngcare to forecast and plan ahead)

5. Payroll should keep records of the amount donated on behalf of each employee and advise them in writing of the total amount donated in the PAYG statement.

Engagement

In addition to supporting Youngcare through Workplace Giving, we will encourage and support your organisation's employees' broader involvement through:

- Volunteering opportunities
- Workplace fundraising initiatives
- Youngcare events and challenges

A little contribution each pay can make a big difference in the lives of young Aussies with high care needs.





Julia's Story

A vivacious woman who loves to meet new people and learn about the world, Julia spent years working in the hotel industry and for a while lived in Beijing. After being diagnosed with multiple sclerosis, her independent spirit refused to fade. But after a stay in hospital, she found herself admitted to aged care where she spent the next four years. "I was going out of my mind," she recalls. "I rang Disability Services crying, saying, 'Please, remember I'm still here'."

"It was an institutional way of life. 'You must get up now, you must eat now, you must go to bed now.' It was an awful setting for a young person. It was like a bad dream that I've now woken up from." As a resident at the Youngcare Wesley Mission Brisbane apartments, Julia has a new lease on life. She is often down at the shops and helps out at Youngcare head office and various events.

"I love it here," Julia says. "I enjoy spending time in my apartment—it's homely and comfortable. I don't feel like I have to escape, like I did in aged care. I get up and ride the bike in the morning, then go out for a coffee. I love my coffee! **Youngcare is freedom. Someone has left the bird cage open, I have flown free.**"

Maintaining a Workplace Giving program

1. Senior management to endorse the initiative
2. Select number of charities are chosen (generally 1-3) so that it is easier to demonstrate impact to employees
3. Use simple sign up form endorsed by the HR department (see attached)
4. Pre-complete Workplace Giving forms (with the option to opt out) and present it to all employees as part of their employment contract paperwork
5. Employee contributions are ideally matched by the employer (this may be to a pre-determined capped amount)
6. Report back to employees the difference their contributions are making through regular communications and staff events involving representatives from the charities
7. Give your Workplace Giving campaign a name and visibility. Make sure to include regular updates in communications to staff and customers

From little things, big things grow

Collins Foods Group—the company behind Sizzler and KFC—has a simple motto for their workplace giving program: **“A dollar will do and 50 cents is fine”**.

It might not sound like much, but since the program began in December 2008, Collins Foods Group (CFG) and its staff have generously donated over \$563,000 to Youngcare. CFG match dollar-for-dollar and currently have a participation rate of 22%, with a goal of reaching 30%.

“As an organisation with a large percentage of young employees, we felt Youngcare was a perfect fit for us. The team at Youngcare have great passion and commitment to making a difference. We are proud to partner with Youngcare and look forward to continuing our work together to change people’s lives.”

Kevin Perkins, former Chief Executive Officer, Collins Foods Group



It all adds up—where your donations will go

IMPACT OF SUPPORT:

\$40 pays for one hour of respite for a full-time carer of a young person with high care needs

\$50 pays for one grab rail for a bathroom

\$150 pays for one mobility bed rail

\$250 pays for one wheelchair-accessible washbasin

\$1,300 pays for an electric lift chair

\$3,000 pays for a basic electric Hi-Lo bed

\$10,000 pays for a ceiling hoist to help a resident transfer through their apartment

\$20,000 pays for a rehabilitation spa

Youngcare can work with your Human Resources team to set up a Workplace Giving Program and provide tools, resources, and conduct presentations with speakers, including the CEO and young Aussies who have benefited from our grants or accommodation.

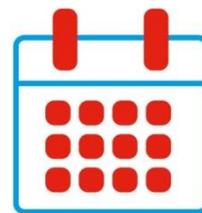
To put this into perspective, if 100 employees gave \$5 per week, for a year, this would equate to \$26,000 – equivalent to 650 hours of respite, or could fund a rehabilitation spa, a Hi-Lo bed and more essential pieces of equipment to make a difference to a young Aussie with high care needs.



100
employees



\$5
per week



for **1**
year

= \$26,000

= 650 hours of respite, funding for a rehabilitation spa, a Hi-Lo bed or other pieces of essential equipment to make a difference to young Aussies with high care needs.

Thank you!

If you would like further information regarding Workplace Giving, please contact:

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