

United Way Australia

Community Impact Corporate Partner Proposal



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The new frontier in addressing social change

In today's world, social problems are more complex than ever before. Trying to tackle them can seem like an overwhelming and mammoth task. And often when positive results take time to become evident, investing time and money can seem all too hard.

Every problem we encounter in contemporary life has social and economic costs but often these costs are greater than the investment required to help prevent them. For example, we used our economic model (developed in partnership with the Centre for Social Impact) to calculate that to invest \$1.13 million per annum to house and provide an immediate solution to the pressing needs of 113 long term rough sleepers in the Woolloomooloo precinct, we would save the government an estimated \$4.5 million over 3 years. As a result, 53 of the 113 have now been successfully housed and given access to supporting services and we are well on the way to housing the remaining 60. It is not good enough to just respond with compassion. We need to be intentional and strategic, attempting to intervene early before situations become both chronic and costly.

In recent years, many organisations have established a Corporate Social Responsibility (CSR) program and now view social and environmental sustainability as a core part of business sustainability, aligning them with key business objectives. United Way Worldwide works with numerous corporations globally and together are building a new frontier of CSR.

This emerging approach is characterised by a closer interface between business and community needs. This is **Adaptive CSR** in that it requires closer collaboration between the community, government and business and openness to the challenges and opportunities presented by the community, mindful of the capabilities and assets they have available. Society's needs are large and growing and adaptive strategies are more capable of addressing complex community problems. At the same time, customers, employees and a new generation of young people are asking businesses to step up.

Leading organisations and thinkers of social change point to the need for a new way of working in the community. For over 120 years United Way has been working in the community and continuously adapting to the changing community environment. Our learning has been to develop a new approach across Australia called **Community Impact**. Community Impact is distinctly different to tried and tested social interventions of the past and is based on a combination of global best practice and local, independent research. It is founded on the 3 core principles of collaboration, evidence and innovation.



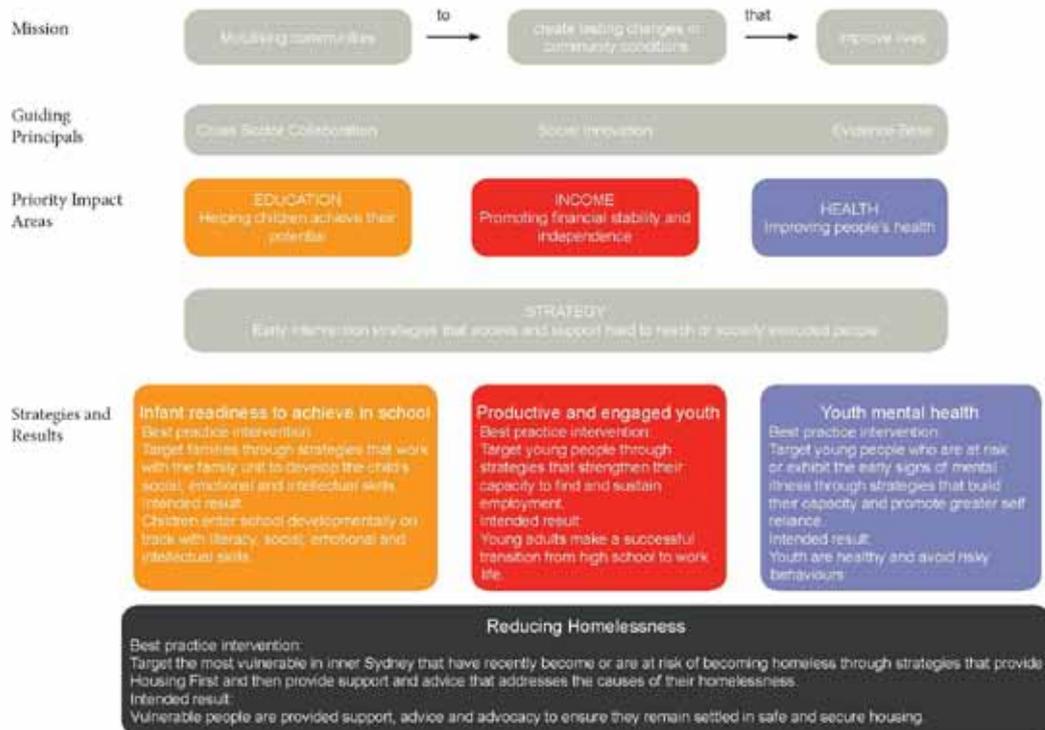
This new approach **takes the work of social change to another level** and starts to consider **system wide improvements** through forming coalitions rather than the isolated intervention of individual organisations. It involves a centralised infrastructure, dedicated staff and a structured process that leads to a common agenda, shared measurement and commitment to continuous communication and improvement.

Corporations are a critically important part of this work and Community Impact presents corporate leaders with opportunities to invest their organisation's human, financial and technical resources in initiatives that can:

- embrace social innovation, allowing organisations and employees to collaborate strategically and become **co-creators in social change**
- demonstrate evidence of sound understanding and responsiveness to the core nature of social problems
- demonstrate learnings and improvement from past practices
- focus combined energies and resources on a few core issues to achieve greater Community Impact

Creating Community Impact

You and your employees' contributions continue to be an integral part of our Community Impact work. To ensure we and our partners achieve the biggest Community Impact, we draw upon our Common Cause research (carried out in partnership with the Centre for Social Impact) which has provided us with a better understanding of social needs and solutions. We are now operating from a strong evidence base in the areas of Education, Income, Health and Homelessness.



The case for Social Innovation

We have also significantly enhanced the way in which we can effectively and efficiently engage with you.

Key features of this new approach include:

- Ability for you to oversee your community program **nationally** whilst maintaining responsiveness to social need **locally**
- **Clearer insight into local community need** for you and your employees and the opportunity to align this with your business and employee interests
- **Comprehensive program** that provides your employees with the opportunity to Give, Advocate and Volunteer. This program will create a higher emotional and intellectual level of employee engagement, meets employees at individual stages of their community engagement journey and develops and draws on the personal and professional skills of employees, executives and emerging leaders - considerable capability and assets that are often underutilised in corporations.
- **Developing and sharing best practices** in addressing community issues at the executive and employee levels by collaborating with other leading businesses, community practitioners and government representatives.
- **Cutting edge** marketing campaigns to create employee awareness and engagement that you can easily implement and manage e.g. our One Day campaign.

Our new approach is scalable and adaptive to suit your organisational needs, resources and culture. In return we ask for your executive support and commitment across the Give, Advocate and Volunteer programs to deliver on shared Community Impact outcomes and measurements. We know through experience that **senior level leadership and endorsement is critical to successful community programs** which is why our new model requires our CI corporate partners to be involved at every level in the business:

- Executives engaged through our **CEO network** that will be chaired by United Way Australia's Board Chair, Brian Long. This group of peers will be exposed to Australia's leading thinkers and practitioners in social change and corporate engagement
- Senior business leaders playing a critical role on the **Community Impact Coalitions**. These cross sectoral groups will provide the leadership necessary to generate the strategies and resources to create positive and lasting change
- CSR and HR professionals participating in a corporate **Roundtable**, allowing them full visibility across Community Impact strategies (and so identify internal skills and talent appropriately) and peer networking opportunities around best practice
- Passionate employees and emerging leaders forming a **network of Champions and Advocates** and acting as ambassadors in the workplace, engaging peers and helping broker resources - opportunities for personal and professional self development

A new way of working to achieve engagement and impact:



Give

We can provide you with a best-practice, end-to-end Workplace Giving (WPG) program that is simple, efficient and effective.

You will have access to focused Workplace Giving campaign packs to easily and effectively engage your staff in your community program (see www.unitedway.org.au/oneday for recent Education campaign video material.) Taking a focused giving approach has proven to deliver stronger employee engagement across Workplace Giving programs. Focusing on Education, Income, Health and Homelessness and a limited range of community organisations that help deliver outcomes, promotes a stronger sense of collective action among employees. It also allows for more targeted and effective employee communications.

These Workplace Giving campaigns provide opportunities for staff to better understand local needs across Education, Income, Health and Homelessness – what they can do and why it's important – as well as how their contribution will have a direct impact in the community. We have also found through experience that if your organisation sets the example of community commitment by matching your employee donations, your staff are more likely to contribute.

United Way also offers corporate partners the opportunity to participate in our annual gift appeals e.g. our Christmas appeal where staff can engage by purchasing a gift online or in person and by making a one off or ongoing financial donation.

Volunteer

You and your employees have access to 3 levels of volunteering opportunity that promote personal and professional development and improve people's lives:

- **Strategic Volunteering** – individuals using their knowledge, contacts, skills, talents and passion to contribute to a specific strategic Community Impact coalition
- **Engaged Volunteering** – individuals using their time, skills and talents to take part in closer engagement opportunities across Income, Education, Health and Homelessness e.g. mentoring and coaching
- **Team Volunteering** – teams of up to 20 people donating their time and enthusiasm to a fully managed volunteering Corporate Connect® day offering an identified and needs based project e.g. activities like a backyard blitz or community barbeque



Advocate

Our experience tells us that the best volunteering experiences and fundraising results come from **peer-to-peer engagement**. We can assist you to formalise a best practice champion network and provide champions with supporting tools to engage fellow employees easily and effectively. This network will also have the opportunity to visit local communities to gain first hand insights into the local needs and issues.

Once established, it is important for you to foster your emerging staff talent, development and loyalty and invest in your advocates through a corporate community recognition program – something we can also help our partners with.

At an entry level to advocacy, advocates can spread the word and increase our Community Impact by engaging with:

United Way Australia blog – www.unitedway.com.au

Twitter – [unitedwayaus](https://twitter.com/unitedwayaus)

Facebook – [United Way Australia](https://www.facebook.com/UnitedWayAustralia)

By taking part in one area of Give, Advocate, Volunteer your people are contributing to an important outcome but by embracing all three, their social reach goes that much further, providing a larger and longer lasting community impact. We encourage our supporters to take on this **collective approach** through regular communication channels e.g. Workplace Giving campaigns, website, newsletters and events.



As a business leader I know that many corporations are committed to being responsible citizens through their Community Involvement strategies. United Way provides great support to these organisations as well as those that want to develop more strategic partnerships aligned to their core business and focused on maximising Community Impact. As the Chair of United Way Australia I invite you to work with United Way and join us as we mobilise the caring power of our Australian community to improve lives.

Brian Long, Board Chairman, United Way Australia



Where there's a will, there's a way

We hope this proposal gives you the confidence to want to work with United Way in creating positive, lasting engagement and impact.

We look forward to hearing from you.



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