

## Global Partnerships Podcast Series

Host: Ted Hart | President & CEO, CAF America

Guests: Lisa Grinham | Chief Executive Officer, Good2Give

**Announcer:** Learn how to take your caring and giving further with the *Caring and Funding* podcast powered by CAF America. CAF America, America's leader in cross border philanthropy, helps corporations, foundations, wealth advisors, and individuals who wish to give internationally and with enhanced due diligence in the United States. Through its industry-leading grants management program and philanthropic advisory services, CAF America helps donors amplify their impact and ensure their gifts are made in a safe and effective manner. This *Caring and Funding* podcast is dedicated to these donors and the charities they support.

Our guests are leaders in their field who join us to share tips for success and stories that inspire. Our host is Ted Hart, the CEO of CAF America. After the show, you can find all our podcasts at [cafamerica.org](http://cafamerica.org) on iTunes and now just say, "Alexa, play C-A-F America on TuneIn." Now, welcome the host of CAF America's *Caring and Funding* podcast, Ted Hart.

**Ted Hart:** Welcome to the *Caring and Funding* podcast. CAF America's global partnerships enable carefully chosen teams around the world to bring together the very best of talent and strengths. In today's world, philanthropy often moves at the speed of the internet. Even if the human condition has not yet learned to heal or grow or change or rebuild or a host of other things that philanthropy can and will address at the same lightning speed.

CAF America's global partnerships enable us to bridge those great divides by bringing to the American donor the very best of philanthropic expertise and services on the ground in countries around the world. Through this podcast series, we introduce our listeners, our donors to partners we collaborate with and partners who collaborate with us in making it possible for that long arch of history, that long arc philanthropic change to bend a little faster, with much more assurance and with the full regulatory compliance and risk management regulatory compliance that you have come to rely on from CAF America.

Today on this special edition of The *Caring and Funding* podcast, it's my pleasure to introduce you to Lisa Grinham. The Chief Executive Officer of Good2Give. Good2Give is a member of the CAF Global Alliance and our partner in Australia. Good2Give is a not-for-profit that makes it easy for businesses, their employees and customers to support their communities and causes they care about. Committed to building a more giving society, Good2Give provides innovative technology solutions to help businesses, donors and charities connect, as well as advising businesses on how to engage their charities.

Good2Give's market-leading technology platforms allow for the efficient and secure processing of around a million transactions annually. Since 2001, Good2Give has facilitated \$225 million to more than 8,000 Australian and international communities. Lisa is regarded as one of the most respected experts in corporate community investment in Australia. She was appointed as CEO of Good2Give in 2012 and has

transformed the organization to a digital innovator, an integrated service provider for many of Australia, New Zealand's largest companies delivering \$25 million annually to charities.

Prior to taking the helmet Good2Give, Lisa worked in leadership roles with global corporations, including 3M and leading Australia corporations, including Optus and Aussie Home Loans as well as running her own strategic consulting business. Lisa is currently on the board of the International Women's Forum Australia, is a board member of Share Gift Australia and was Chair and Director of Daystar Foundation. Lisa, welcome here to The *Caring and Funding* podcast.

**Lisa Grinham:** Thanks, Ted. It's a pleasure to be here with you today on your show.

**Ted:** Lisa, it's great to have you here. You know, there's always been a strong bond between Americans and Australians, and that was recently very evident in the outpouring of support in early 2020 during a period of record-breaking temperatures and months of severe drought that fueled a series of massive bush fires across Australia. Americans donated in support of disaster relief efforts. Many of those funded via our partnership was Good2Give. Please share with our listeners how philanthropic partnership benefits donors, and more importantly in this case, the people in Victoria, New South Wales and South Australia who lost so much.

**Lisa:** You are so right, Ted, that there is certainly a strong bond between America and Australia. Never was that more evident than during the catastrophic bush fires that Australia suffered in early 2020. Now, Good2Give, we delivered upwards of eight million dollars to charities supporting those impacted by the bush fires and staggering, nearly 30% of that came from donors in America through our partnership with CAF America.

During the bush fires, Good2Give was able to provide CAF America with a curated list of pre-validated charities that we knew were working on the ground. CAF America was able to share this list with their donors providing that surety that donors would get to where they were most needed in a timely and secure manner. When a disaster strikes, it's Good2Give's role to help companies know who to support in affected communities.

There's three things that we do. Firstly, we reach out to key charities we know will be involved in leading the relief efforts. We work closely with our corporate clients to support charities establishing employee and customer appeals. Thirdly, we reach out to our global partners, including CAF America to see if we can support their donors who might want to give. As you mentioned, Ted, you know, there were people dreadfully affected particularly in Victoria and New South Wales and South Australia. The rural fire brigades in those states did an extraordinary job.

Along with those rural fire brigades, we also saw our large charities such as the Australian Red Cross, The Salvation Army step up to the plate, but also smaller grassroots organizations. I know that there were donors in America who supported wise and also The Kangaroo Island Mayoral Relief Funds. These organizations not only delivered immediate assistance but as you know, Ted, when a disaster strikes,

these charities will be working on the ground in those affected areas for many, many years to come. Look, I cannot thank Americans enough for their support, it was truly, truly overwhelming.

I think something that might help your listeners understand a little bit about why Aussies were so overwhelmed by the support coming from overseas is that you see, Aussies have a very, very strong sense of "mate-ship". It's absolutely core to our identity and a good Aussie always helps a mate out in need. When a disaster strikes and we do have quite a few of them in Australia from fires to floods to droughts to hurricanes, Australians step up and we give, and we give generously. But, when people we don't know also give to support us from the other side of the world, that truly surprises and humbles us. I just want to give a big shout out and thanks to everybody who gave to Australians during the bush fires.

**Ted:** Thank you, Lisa. The bond that is so strong between Americans and Australia, you and I have had an opportunity to work together since we both started our positions, mine at CAF America and yours in Australia. We've put together another program that I think helps all across Australia. There are more than 2,500 charities all across Australia that can now receive tax receipt of gifts from America. They can receive them today if that charitable gift advised is through CAF America. CAF America's expedited giving program is managed in Australia by Good2Give.

This is something that you and I have put together in just the last couple of years. Tell us what that means for charities in Australia. What is the American expedited giving program at Good2Give?

**Lisa:** Core to our relationship as you know, Ted, is the assurance to American donors that Good2Give knows the Australian not-for-profit sector very well, and that our due diligence is of the highest standards. For example, we carry out audits of our pre-validated charities quarterly to ensure that their tax status is still valid. When donors give to CAF America to give to Australian charities, they can be assured that their funds are going to legitimate charities. Now, as you alluded to Ted, we have a brilliant working relationship with the team at CAF America and there's something so satisfying when you find your tribe halfway around the world, we're all committed to getting the donor's money to charity, as securely and as quickly as possible.

We're also committed to reducing the admin burden on charities to receive funds. We get direct feedback from charities when they receive funds via Good2Give from our international partners, including CAF America, and also CAF in the UK. They tell us it's so easy. It means that they don't have to validate with multiple entities. They simply work with Good2Give and what this results in is reducing the admin burden on the charities, which we both believe is so vitally important. In a nutshell, I genuinely believe that the expedited giving program that Good2Give runs with CAF America is the most efficient way to grant funds into Australia to support our local charities.

**Ted:** Of course, Lisa, efficiency is so important. Many people think, "Well, it's charitable, there shouldn't be any costs," but of course, there's always costs in making sure that it's done right, making sure that the money is accounted for, making sure that the money is spent for the purpose in which it's given. We do have an obligation to do that as efficiently and as cost effective as we can. Putting together a

program like this with trusted providers from America to Australia allows us to do that at the very lowest cost.

**Lisa:** Absolutely. Couldn't agree more.

**Ted:** We're so blessed to be able to work with Good2Give because we know that Good2Give also is the largest workplace giving software provider throughout Australia, and that in and of itself, very impressive, but tell us a little bit more about what that means in Australia and particularly, what that means for workplace giving.

**Lisa:** Today, we're incredibly proud of Good2Give, we've actually facilitated almost a quarter of a billion dollars to communities for charitable purpose. One of the key ways that we've been able to deliver this staggering volume of donations is via our exceptional workplace giving platform. We work with hundreds of companies in Australia, including 20% of Australia's top public listed companies. Many of the company brand names will be familiar to Americans. So, Unilever, Toyota, PWC, A&Y and Facebook, just to name a few. As we all know, workplace giving, it's just such a smart way to give as most companies match their staff's donations.

This instantly means that the charity receives double the donation, and what's been particularly exciting for us as we've invested a lot in technology over the last seven years is that we've now expanded this platform functionality to process, not only workplace giving donations but offline company matched donations, credit card rewards donations, dollars for doers matching grants and most recently, share giving. As you say, we do have the leading employee giving software in Australia and we are incredibly proud of that. Dare I say it, it is also pretty impressive.

For a small organization and a small not-for-profit organization like that, we do punch well above our weight. We often actually refer to ourselves as a FinTech for good. Scaling giving is just super important to everybody. It good to keep.

**Ted:** You certainly make us proud to have you as our partner in Australia. Lisa, we're going to take a very quick break. When we come back, we're going to talk about something I've really learned about Good2Give over the years. That is doing more for donors is something that we've learned is really all about Good2Give.

**Announcer:** Remember, our podcasts and archives are always available 24 hours a day at [cafamerica.org](http://cafamerica.org), on iTunes, or just say, "Alexa, play C-A-F America" on TuneIn. Now, back to the *Caring and Funding* podcast and our host, Ted Hart.

**Ted:** We're back here with Lisa Grinham, the Chief Executive Officer at Good2Give, our partner in Australia and Lisa, just before we went on the break, I was teasing to our listeners that doing more for donors is something we learned is what Good2Give is all about. I learned a little bit from you about some of the work that you do with Qantas Airlines and that's your employee giving plus managing a very impressive corporate grants program. Tell us what this means, not only to Qantas Airlines, but what such an integrated corporate program means to any philanthropically minded company.

**Lisa:** Qantas is such a strong Aussie brand, one that globally people feel connected to. It's often referred to as "the flying kangaroo" and for many years, the wonderful John Travolta was an ambassador for Qantas. I actually even think he's flying one of the big jumbos, which is pretty impressive. So again, there is that Australian and America strong connection. Now, when it comes to working with Qantas, we've worked with them for many years, operating their employees workplace giving program which supports hundreds of different charities across the country.

When they were looking to outsource the management of their corporate foundation, they approached us as they knew that we had the expertise in managing tax deductible funds and so, could handle all of their hefty compliance and regulatory requirements. For a number of years, we've not only managed the foundation, but we've also worked closely with them on their grants programs, providing the online technology platform and the advisory services to ensure that they deliver robust charitable grants programs. Plus, of course, we also support them with the ad hoc grants programs from time to time.

To your point, Ted, we love working with companies who genuinely have giving at the heart of what they do and, Qantas definitely ticks that box. We've also found that companies like to deal with one service provider for their charitable giving as it does make managing and integrated corporate giving program so much easier. At Good2Give, we stand by the fact that we make giving easy. Now that said, we know that charitable giving is not that easy if you don't have the right expertise, knowledge and tax effective structures. We manage corporate, employee and customer giving programs as well as tax deductible foundations for companies and individuals.

Also, I provide strategic advice around investing in nonprofits. There's a great deal to consider when you're making charitable donations and it can sometimes be complicated further due to your company's complex organizational structure or due diligence requirements. I will say that one of the greatest compliments that we get pretty regularly at Good2Give is that we find solutions to corporate giving challenges. That, for me, is really exciting. It does mean that we work with a lot of companies across their entire giving programs.

**Ted:** That certainly takes a lot of expertise and a lot of effort to get that right. Particularly, when you're working with large corporations. Here in the United States, oftentimes, corporate donor clients also want employee volunteer programs to be managed alongside their giving programs. Is that something that Good2Give can help with in Australia?

**Lisa:** Now, bear with me here, Ted, I'm going to give you a longest intro to this answer I know. I hope it's worth it but, something that everyone at Good2Give is passionate about is our collaborations. We do not like competition in the not-for-profit sector for the sake of competition. I know that CAF America shares the same commitment. CAF America and Good2Give has such a strong partnership and its designed to deliver the best outcomes for donors and for charities. Another collaboration we have is with Australia's leading peer to peer fundraising platform, Good2Give who I know also work with CAF America.

Here comes the answer to your question. Yes, Good2Give can help companies with their volunteer programs. As most recently, we've opened up our proprietary workplace giving platform to partner with volunteer platforms. Today we partner with a community which is Australia's most innovative online volunteer community. I'm really excited about this partnership. I'd say to your listeners, if you'd like to know more, please don't hesitate to reach out to us.

I just wanted to wrap up by saying that our collaborations at Good2Give I believe are exceptional as quite frankly, there are way too many software platforms that are competing with each other, fragmenting donations to charities, which only ended up driving up charity admin costs and the complexities for charities. That's just something that we don't support at all. Collaborations are the way to go for us.

**Ted:** We certainly applaud you for that. I think that many of the donors, corporate donors and foundation donors and in Australia will reward Good2Give and others for those sorts of collaborations because they do add a lot more efficiency in the philanthropic marketplace. I want to turn your attention to something that's maybe not quite so happy. That's when disaster strikes, and employees are in harm's way. Many corporations do want to help out and employ hardship and relief funds are one way that they can help shoulder the burden felt by families who are facing a crisis. The good news is that I understand that AccorHotels rely on Good2Give in just this sort of assistance. Help our listeners understand how this might be something that Good2Give could help their company with.

**Lisa:** As you know Ted, sometimes corporates get a bad rep. But I do believe that you and I are in such lucky positions because we see the best in companies and people when times are tough. Now, we've supported many companies over the years when individual employees or their families are devastated by tragedy. Globally, we've all been devastated by the COVID-19 pandemic. So many have been put under enormous economic pressure and under pressure, you often see the best in people. Now for me, our long-term client, AccorHotels has shown incredible leadership in creating the ALL Heartist Fund which supports employees who've been negatively financially impacted due to COVID-19.

We've worked closely with the AccorHotel to securely manage and distribute funds to the Accor team right across the South Pacific region. As you say, Ted, employee hardship programs, they're so vitally important, but they're not that positive because they're times of tragedy but, Accor also did some fantastic stuff for their staff, which is a lot of fun. They are another company who I think that they're just great corporate citizens. It's just simply in their DNA. They run this great program called the Race to Survive, which is a challenge course of three days through the beautiful Hinterlands in Queensland's Gold Coast.

Staff raise around a million dollars every year, which goes into the AccorHotels community funds and they then distribute those funds out to charities who help build healthy families. Accor is just such an inspirational client to work with both in the good times and also the challenging ones too.

**Ted:** Lisa, that certainly is impressive, and I think you're absolutely right. Many donor types, oftentimes are engaged in many different types of business and don't often get the attention put on the

philanthropic good that they do, but yet you and I every day get a chance to work with them and to see the good that they do. One such company that is very much in the forefront of doing very good work and so, we're very fortunate to have an opportunity to work with them in both of our countries is Citi, and Citi Foundation is a wonderful corporate giving client for CAF America, very innovative and works very hard to make a difference in a lot of different communities. I understand that Citi is also benefiting from the philanthropic services of Good2Give in Australia.

**Lisa:** Absolutely, Citi, again, are long-term clients of Good2Give and we work with them on their workplace giving program to support their employees in their charitable giving. I know as you said, the Citi Foundation works closely with CAF America. In fact, many of CAF America clients are large corporates with head offices in the US and subsidiaries in Australia. This is another reason why you and I have such a strong partnership. I will say that I think that many of these subsidiaries of US-based companies are leading the way when it comes to strong charitable giving programs.

I mentioned before that Australians have a real sense of “mate-ship” and when we're in trouble, we do anything to help out a mate. When it comes to giving during times of disasters, we're incredibly generous, but we don't necessarily have the same commitment to regular giving that you do in America. There is such a strong culture of giving across the US and it's something that Good2Give and many others in Australia are trying to change. I think the other thing that was really interesting for us was that during the bush fires, it's estimated that one in two people gave to charities to support those impacted by the bush fires.

I'm really, really positive about what this means for Australia in the future when it comes to growing our culture of giving. Part of growing that culture of giving out, I always believed, falls to Australian businesses. I think that they can really lead the way by encouraging their staff to give to those who need us. We do a lot of research like CAF America does over the years. The research that we've done around the impact that company's corporate giving programs have on new employees is always so positive.

In fact, some research we did a little while ago said that more than 80% of the staff felt proud to work at their company because they offered the workplace giving program. We're really excited about growing the culture of giving in Australia and, I mean, Ted, I just want to shout out to the world that giving to charities makes us all feel great.

**Ted:** Well, we want to shout to the world that Good2Give is our partner in Australia. We've only got a few minutes left here. I just want to remind all of our listeners that, today we've been able to speak about the CAF America's expedited giving program at Good2Give, the fact that Good2Give is the largest workplace giving software provider throughout Australia, the employee giving program, incorporate grants program at Good2Give, employee volunteer programs, employee hardship and relief funds, corporate giving programs, such an impressive array of philanthropic services that Good2Give offers.

Lisa, I just want to ask you to wrap things up for us and make sure that our listeners have a good sense of the strong services that are available at a Good2Give.

**Lisa:** Look, Ted, I just want to thank you for the opportunity to share a little bit about what we do to support companies in their giving programs. We absolutely love what we do at Good2Give. Certainly, if you need some support to give to Australian charities, please reach out to CAF America or of course, you can reach out to us at Good2Give and our website is good2give.ngo. Please, do take the time to check out what we do, and we'd love to talk to you. But again, look, just thank you so much for the opportunity to talk a little bit about what we do in Australia. Thank you so much for the partnership. It's something that is so so valuable to not only us, but hundreds of charities and probably thousands of charities across Australia. Thank you.

**Ted:** It means a lot to us as well. We know that there's a lot more that we will do together. Lisa Grinham, thank you so much and everyone at Good2Give.

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