

A NEW LINE OF SIGHT

AUSTRALIAN
GOVERNANCE
SUMMIT 2020

2 & 3 MARCH
ICC SYDNEY
#AGS2020

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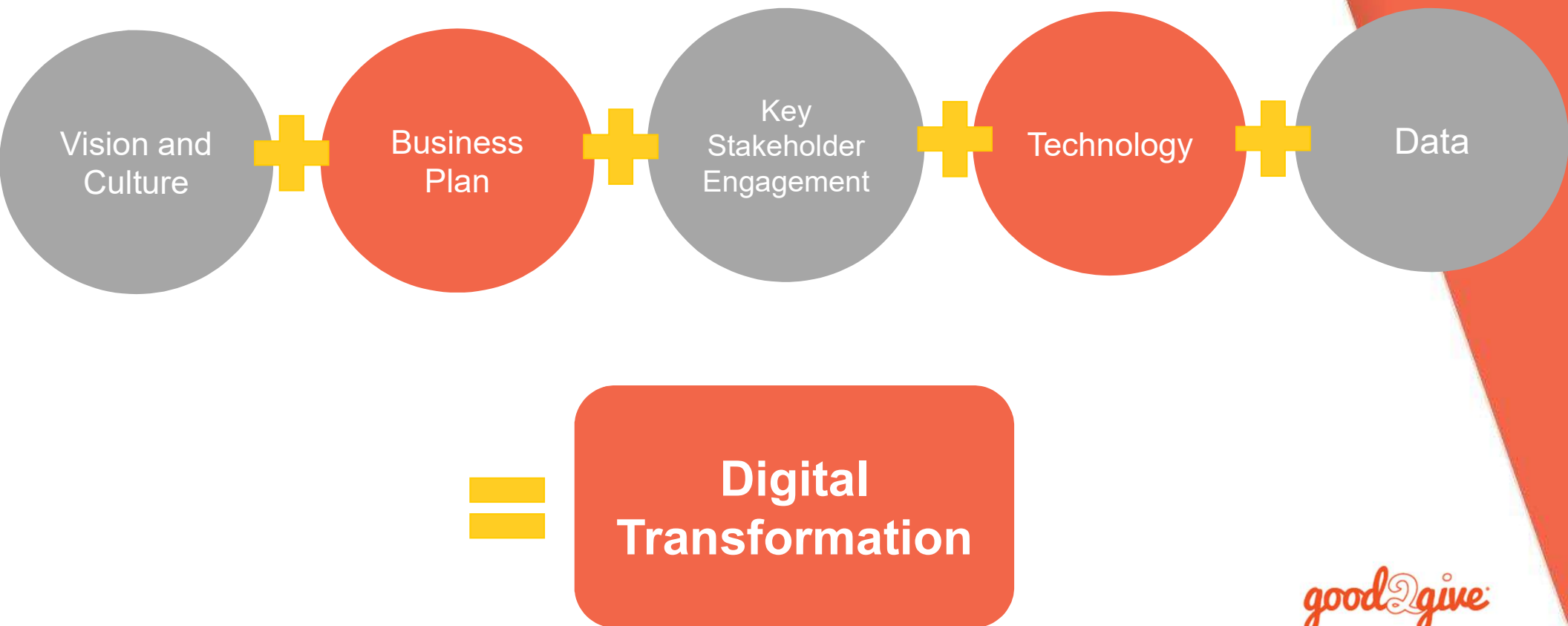
Lisa Grinham
CEO, Good2Give

Good2Give's Digital Business Transformation

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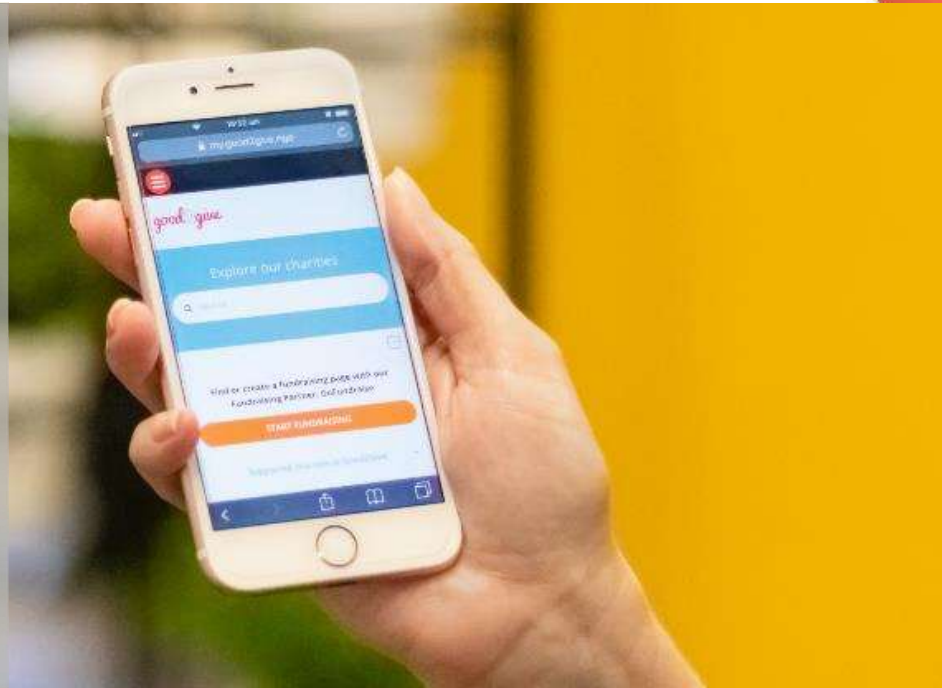
Whole of business strategy



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Good2Give makes giving easy

- Workplace giving programs
- Customer giving programs
- Corporate grants programs
- Tax deductible foundations
- Charity partnerships
- Fundraising at Work
- Tap2Give
- Share giving



\$230 million in donations to the not-for-profit sector since 2001

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Compliance requirements



Australian Government
Australian Taxation Office



ASIC

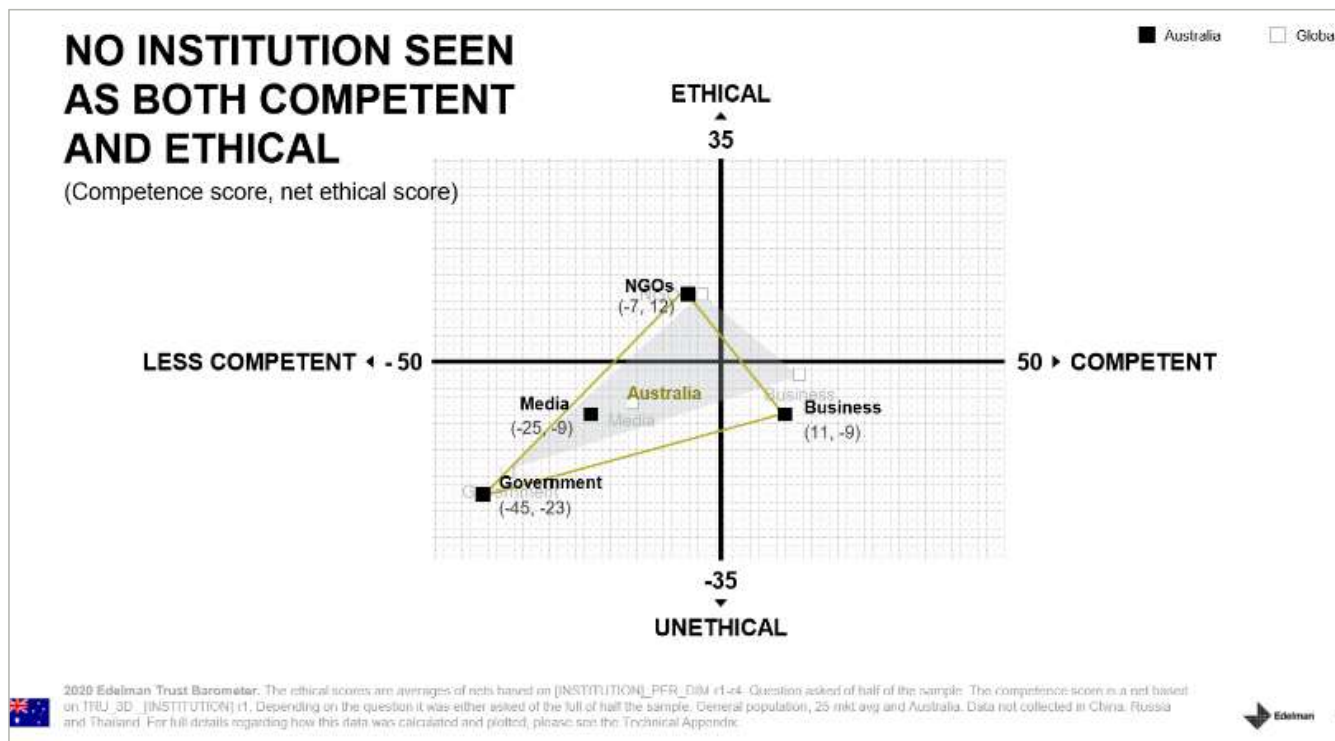
Australian Securities & Investments Commission

- State Fundraising Licences in NSW, VIC, QLD and WA
- Entity Constitution and/or Trust Deed

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Trust in the not-for-profit sector

2020 EDELMAN TRUST BAROMETER



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Creating the business plan

THE POSITIVES

- Heritage and brand
- Solid reputation
- Commitment to building stronger communities

WHAT WAS MISSING

- Clear vision
- Strategic plan
- The right people
- Relevant technology solutions
- Financial backing

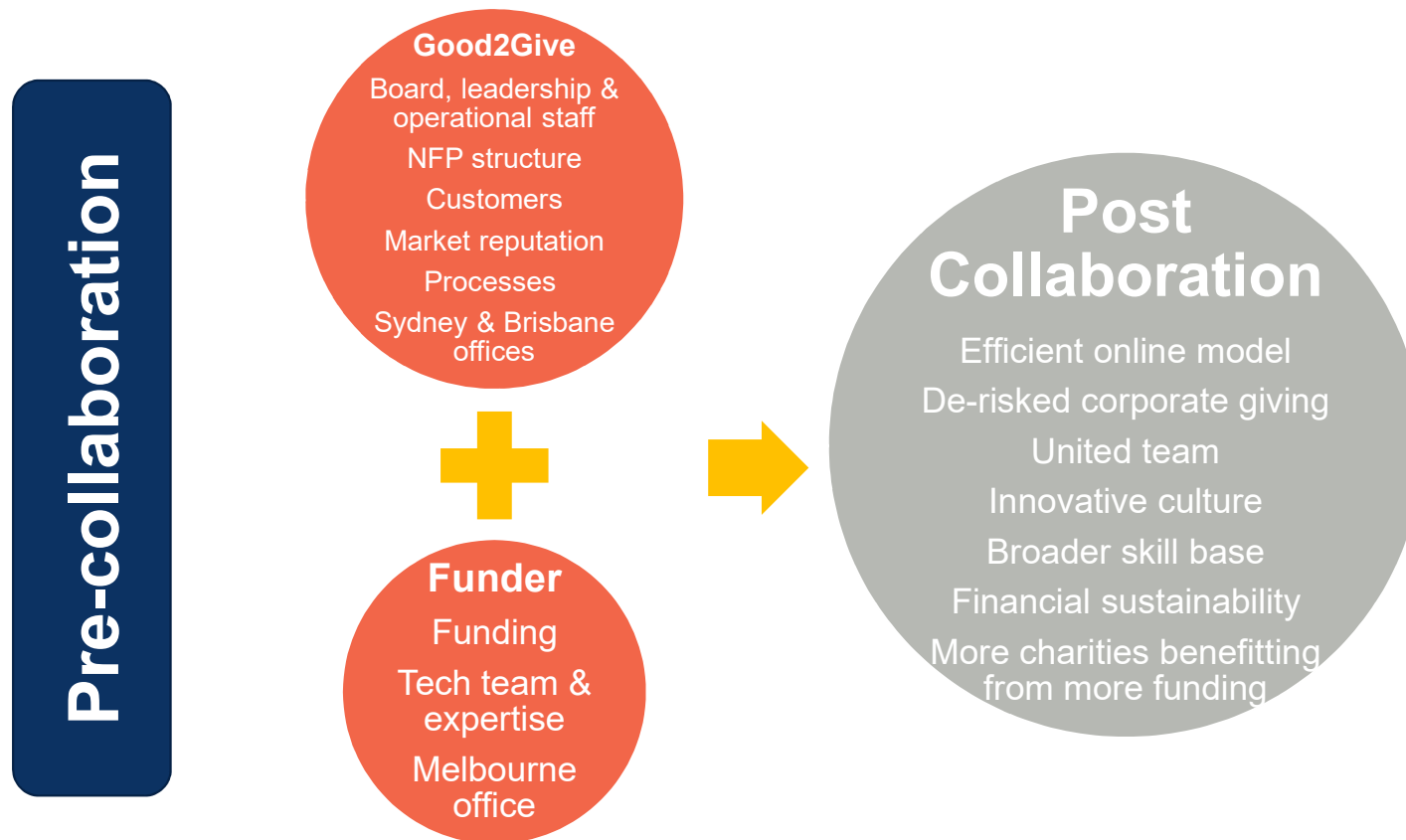
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#Goal

Good2Give's Vision: \$300 million to charities by 2022

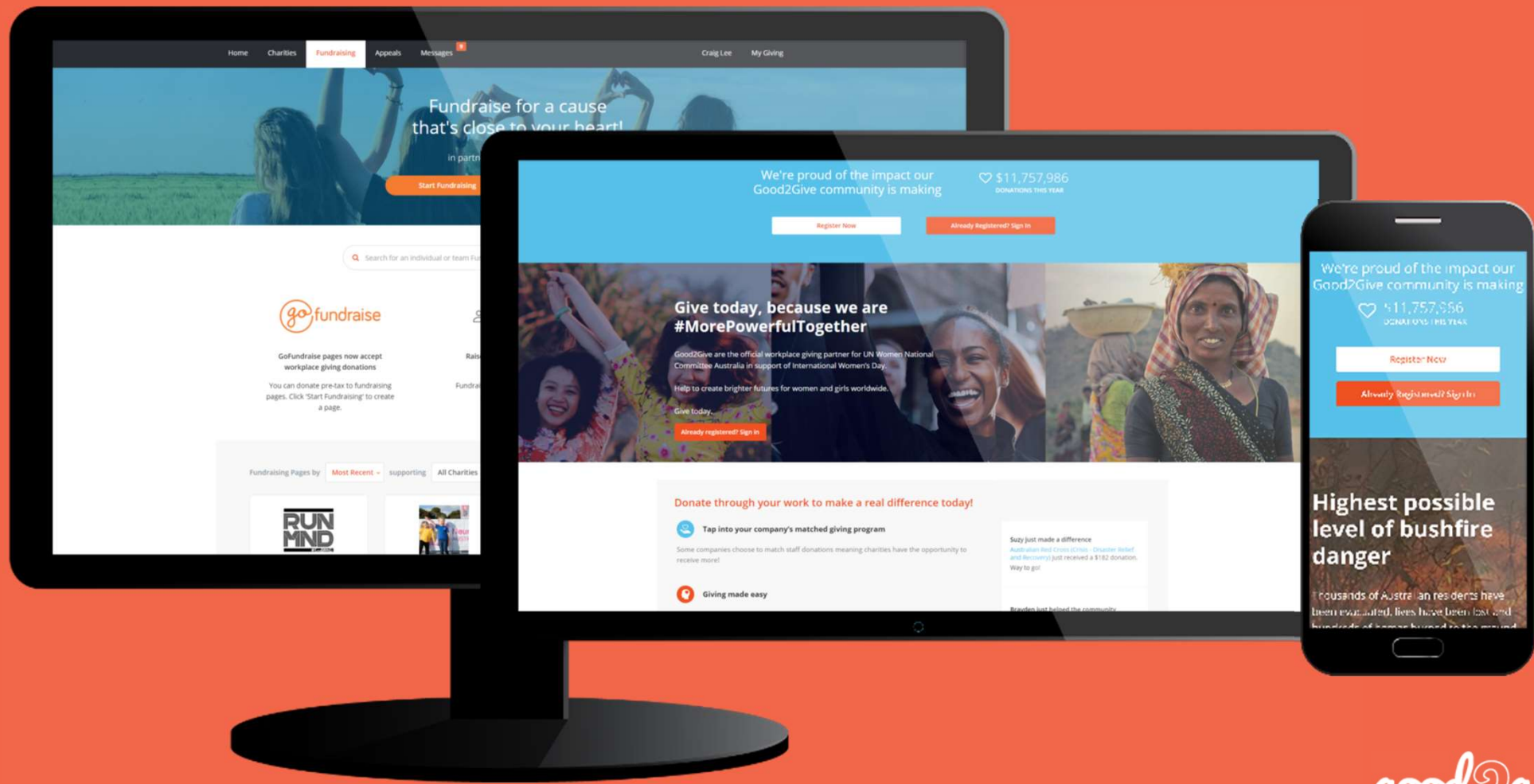
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From fundraising to collaboration



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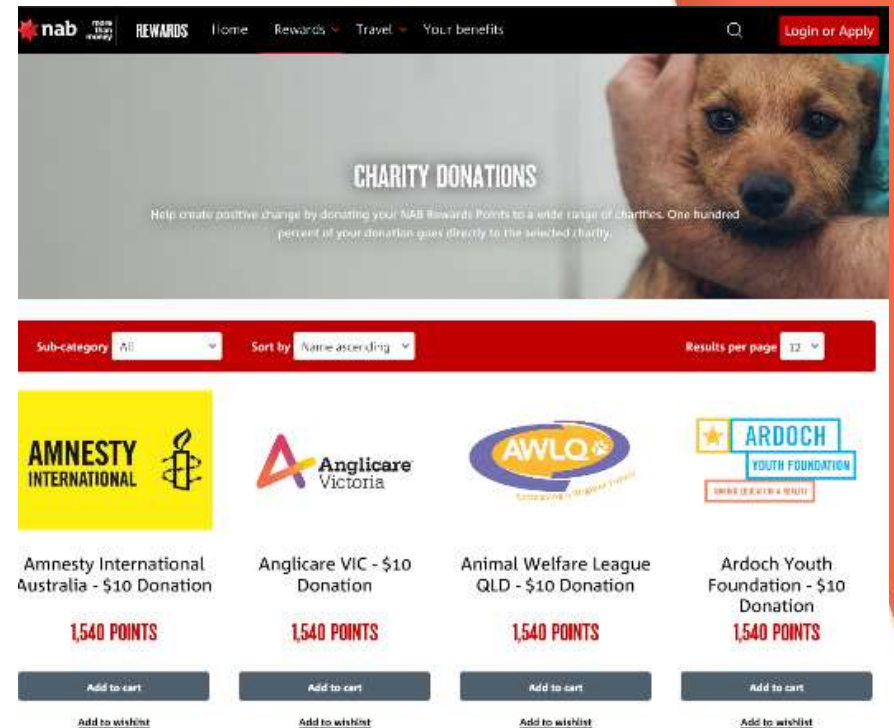


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Our Partners



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Digital controls

OUR PEOPLE

- Cyber security awareness training
- Police checks

OUR PROCESSES

- Independent security reviews
- Cyber security risk register
- Development partner platform security reviews
- Multi-factor authentication for all key systems
- Notifiable Data Breach policy

OUR TECHNOLOGY

- Web Application Firewall
- Full audit logging
- All client Personal Identifiable Information is encrypted
- Platform database is backed up hourly
- Disaster Recovery Plan

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Board governance challenges

BOARD SKILLS

- Review skill sets for future
- Upskilling non-tech directors
- Keeping up with rate of change

EXPANDING THE REMIT

- Technology investment
- Data protection
- Cyber security risks

STAY TRUE TO OUR MISSION

To inspire businesses and people to build a more giving society.

RISK APPETITE

- Adopting agile & fast-fail mindset
- Critical to support Executive Team

FINANCIAL SUSTAINABILITY

- A balancing act!

Executive team governance challenges

FINANCIAL WELLBEING

- Top of mind

GROWING TECH COMPLEXITIES

- Ongoing technology investment
- Cyber security risks
- Business evolution

PARTNERSHIP RISKS

This strategy carries a level of risk – factors such as the brand reputation of the potential partner, their financial stability, the robustness of their technology & their cyber security controls must be considered.

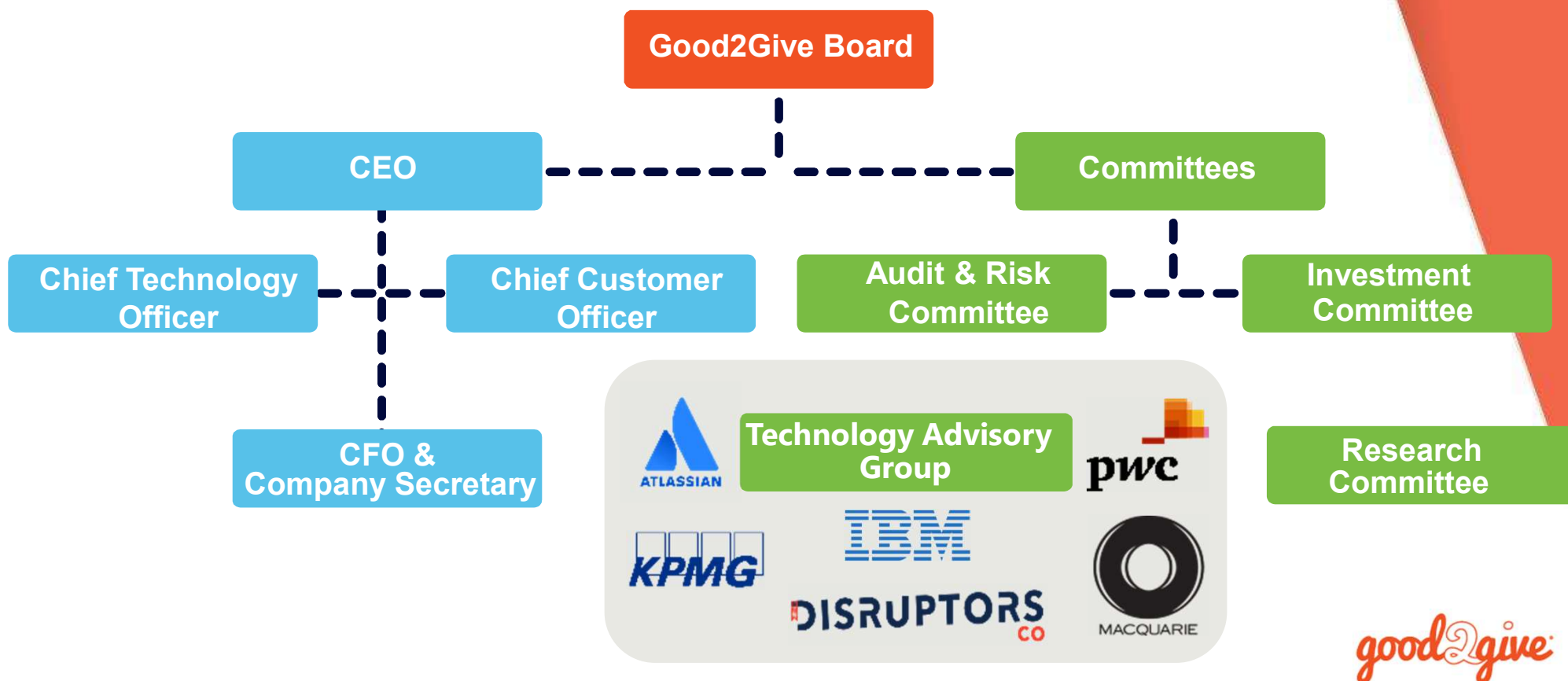
INCREASED RISK

- Risk registers – organisational & cyber security
- Policies & procedures to mitigate risk

PEOPLE

- No in-house cyber security expertise

Good2Give organisational structure



Measuring success

	2013	2016	2020
Annual Donations	\$5M	\$15M	\$24M
Donors	5,000+	13,000+	24,000+
Funded Charities	350+	1200+	2500+
Technology Partners	0	2	5
Other	MVP of Workplace Giving Platform launched	Digital Transformation project completed Technology Advisory Group established	ShareGift acquisition

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Q&A

Michael Graf

Good2Give Board director

Lisa Grinham

Good2Give CEO

Phil Butler

NFP Sector Leader, AICD



www.good2give.ngo