



Great Barrier
Reef Foundation

Protecting our Reef. Empowering your people.

The Great Barrier Reef is one of the most extraordinary and important ecosystems on Earth. But our Reef is under pressure. Warmer oceans, declining water quality, habitat loss, and extreme weather are pushing it to the edge, weakening its ability to recover naturally.

This decade is our last, best chance to act. And your organisation can play a crucial role.

Through Workplace Giving, your organisation can empower employees to support Reef protection every pay cycle through simple pre-tax donations, creating consistent, long-term impact while strengthening your organisation's culture, engagement, and ESG leadership.

What is Workplace Giving?

Workplace Giving enables employees to make small, regular donations to the Foundation directly from their pay. It's simple, tax-effective, and one of the most powerful ways Australians can support meaningful environmental action.

Employees choose their donation amount, and it is automatically deducted each pay cycle. Because contributions are pre-tax, giving is efficient and cost-effective, and requires no paperwork at tax time.

Workplace Giving allows an opportunity for employees get involved directly with the Great Barrier Reef Foundation and contribute back to projects that deliver real outcomes for the Reef.

Benefits of Workplace Giving

For your organisation

- **Enhance your ESG and sustainability commitment:** demonstrates real action for ocean protection and habitat restoration.
- **Strengthen culture and engagement.** 70% of employees say Workplace Giving improves culture.*
- **Low effort, high impact:** Integrates easily with payroll or existing giving platforms.
- **Attract and retain purpose-driven talent.** 77% prefer purpose-led workplaces.
- **Flexible to your business needs.** From simple year-round giving to matching, volunteering, or campaigns.

For your employees

- **Simple and automatic:** Set-and-forget payroll giving.
- **Tax-effective:** Pre-tax donations cost less while delivering full impact.
- **Direct connection to the Foundation:** Employees can see, engage with, and feel part of the impact their organisation supports.
- **Meaningful impact:** Small, regular gifts create powerful collective change.

For the Great Barrier Reef Foundation

Flexible funding. Workplace Giving contributions enable us to respond quickly to new threats and opportunities, ensuring your organisation's collective support delivers the greatest possible impact for the Reef.

*Sources: Workplace Giving Australia 2022 Donor Insights; Benevity Ultimate Guide to Workplace and Employee Giving



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Getting started is quick and seamless.

1 Choose your set-up method

You can introduce Workplace Giving through your existing payroll system or via a platform such as Benevity or Goodstack – whatever works best for your organisation.

2 Add the Great Barrier Reef Foundation

If you already have a Workplace Giving program in place, simply include the Great Barrier Reef Foundation as a charity of choice. No need to redesign your program, simply just expand it.

3 Set up with confidence

Our team will support you every step of the way, ensuring a smooth and efficient implementation with minimal administrative effort.

4 Engage and inspire your people

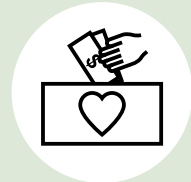
We provide a suite of ready-to-use resources to help you bring your partnership to life internally, including:

- Internal communications assets
- Launch and promotional materials
- FAQs for employees
- Ongoing staff engagement and education

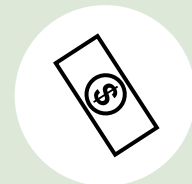
5 Launch and grow your impact

Workplace Giving gives your people a simple way to be part of the impact your organisation is already creating – turning our partnership into a shared, organisation-wide commitment.

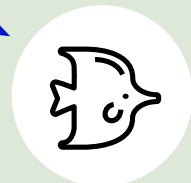
Give more for less



When your employee gives \$5 before tax per pay



It only costs them \$3.40*



Great Barrier Reef Foundation still receives the full donation of \$5.

Join us and help protect the Great Barrier Reef for generations to come.

Have additional questions? Our team is here to help.

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*Exact figures dependent on individual's personal tax circumstances.