

TOGETHER FOR GOOD

Making a difference
through workplace giving
with The Salvation Army

EMPLOYER'S GUIDE



About The Salvation Army

For over 140 years, The Salvation Army has supported people experiencing hardship and injustice.

From times of personal crisis to national emergencies, we're there – providing support, safety, community and opportunity to those who need it most.

Our suite of programs and initiatives across Australia assists thousands of individuals and families each year.

Our services include:



**HOMELESSNESS
SERVICES**



**YOUTH
SERVICES**



CHAPLAINCY



**COMMUNITY
SERVICES**



**FAMILY AND
DOMESTIC
VIOLENCE SERVICES**



**ALCOHOL AND
OTHER DRUG
SERVICES**



**EMERGENCY AND
DISASTER RESPONSE
SERVICES**



Why workplace giving?



For your Employees

- Boosts morale and sense of belonging
- Fosters a culture of giving
- Appeals to values-driven employees



For your Business

- Enhances brand and reputation
- Demonstrates leadership and social impact
- Supports retention and employee engagement



For the Community

- Creates lasting change for people experiencing hardship
- Strengthens the connection between your workplace and the community
- Supports the work of The Salvation Army's vital services across Australia



“CSR has been proudly supporting The Salvation Army through our workplace giving program for the past 22 years. The Salvation Army’s commitment to restoring dignity and stability for those in crisis aligns with CSR’s belief that everyone should have access to shelter that is safe, sustainable, and secure. CSR looks forward to many more years of this partnership.”

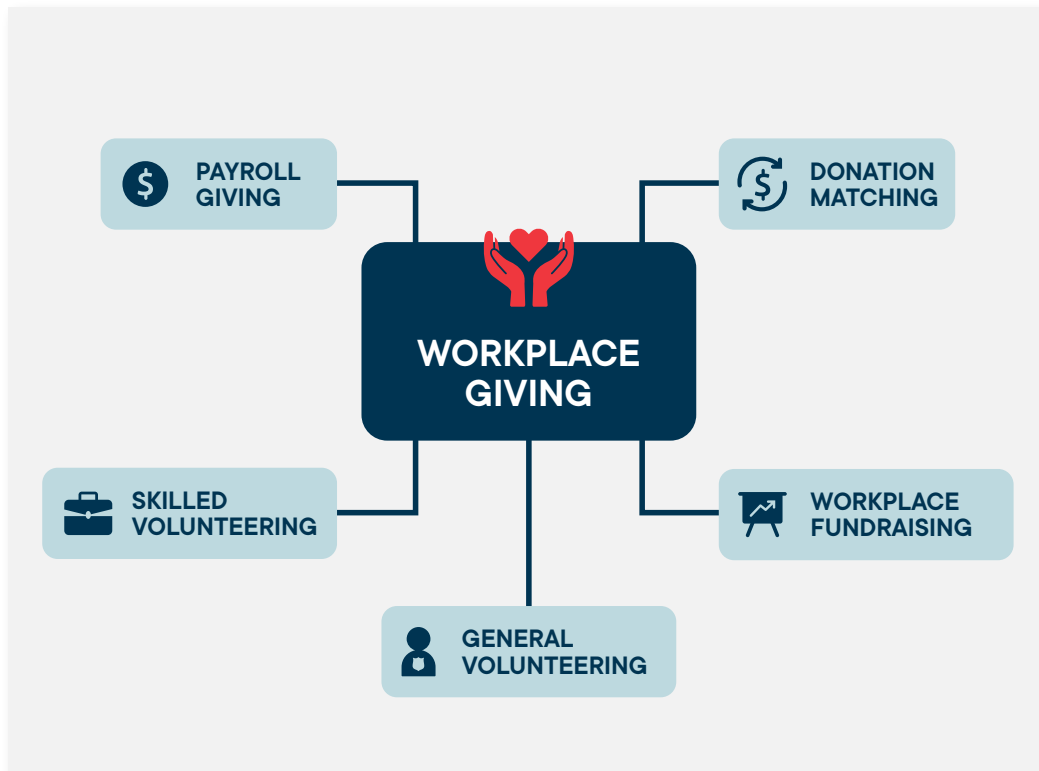
- Laura Besley, Head of Sustainability at CSR.

What is workplace giving?

Workplace giving is a broad term that includes payroll giving, donation matching, workplace fundraising, general volunteering and skilled volunteering.

Integrating workplace giving into your workplace isn't just rewarding—it's transformative. When you empower your team to give back, you foster purpose, boost morale, and build a culture rooted in impact.

By championing workplace giving with The Salvation Army, you lead by example—setting the tone for meaningful engagement and showing your team that creating impact begins at the top.



Payroll giving

How it works in three easy steps



STEP 1

Employees choose
The Salvation Army
and their recurring
donation amount



STEP 2

Donations are sent to
The Salvation Army via
payroll or giving platform



STEP 3

Employers may
choose to amplify
donations

Workplace giving in action

While there are many ways to be involved in workplace giving, payroll giving is one of the simplest and most impactful ways to build lasting support for The Salvation Army.



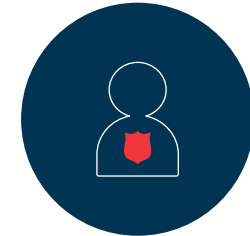
Payroll giving

regular pre-tax donations
direct from salary



Workplace fundraising

casual days, morning
teas, team challenges



General volunteering

staff giving their time to
support initiatives



Skilled volunteering

staff contributing professional
skills and expertise



Donation matching

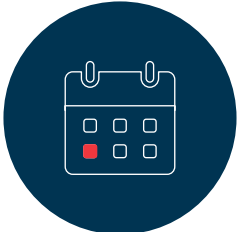
employers amplify
employee contributions

How we support you

To support your workplace giving initiative, the employer launch kit includes the following resources to help you set up, communicate, and launch your program effectively:



Workplace giving presentation for employees



Internal launch email template (internal distribution)



Workplace giving brochure for employees



Employee FAQs



Workplace giving champion guide



Payroll setup guide



Launch checklist

Real stories, real impact

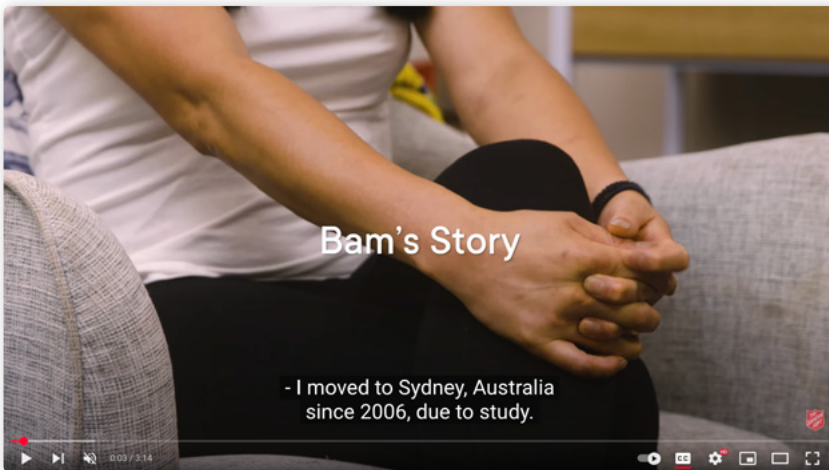
These videos highlight the experiences of people who have accessed The Salvation Army's services – showing the real-world impact of our mission.



We are Salvos



Jodi's Story Overcoming Homelessness to Healing



Salvo Story: No Longer a Victim but a Survivor - Bam's Story



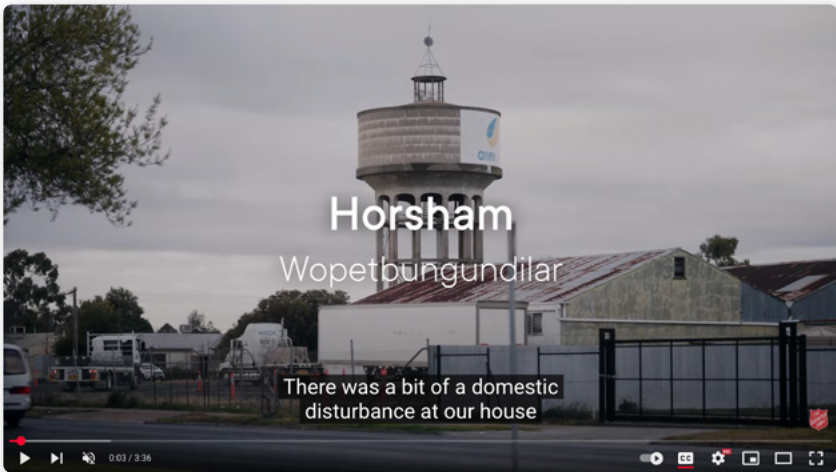
I Was Them: Craig's Lived Experience Story



Houses for Hope - Donna's Story



Salvo Story: Loved back to Life - Alan's Story



Salvo Story: Tammy's Story - From Homelessness to Hope and Stability



Rescued by Kindness: Troy's Path from Homelessness to Healing

Our commitment to inclusion

The Salvation Army Australia acknowledges the Traditional Owners of the land on which we meet and work and pay our respect to Elders past, present and future.

We value and include people of all cultures, languages, abilities, sexual orientations, gender identities, gender expressions and intersex status. We are committed to providing programs that are fully inclusive. We are committed to the safety and wellbeing of people of all ages, particularly children.



To find out more, please email
workplacegiving@salvationarmy.org.au

salvationarmy.org.au/get-involved/corporate-support/workplace-giving/



salvationarmy.org.au