

Impact reporting for renewal success in partnerships

PHILANTHROPY & PARTNERSHIPS TRACK

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Philanthropy & Partnerships
Track

Sponsored By:



Orange Sky

positively connecting communities



WASHING



SHOWERS



CONVERSATION

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Helping 40,000 people in 2025



What to expect

Context for reporting discussion

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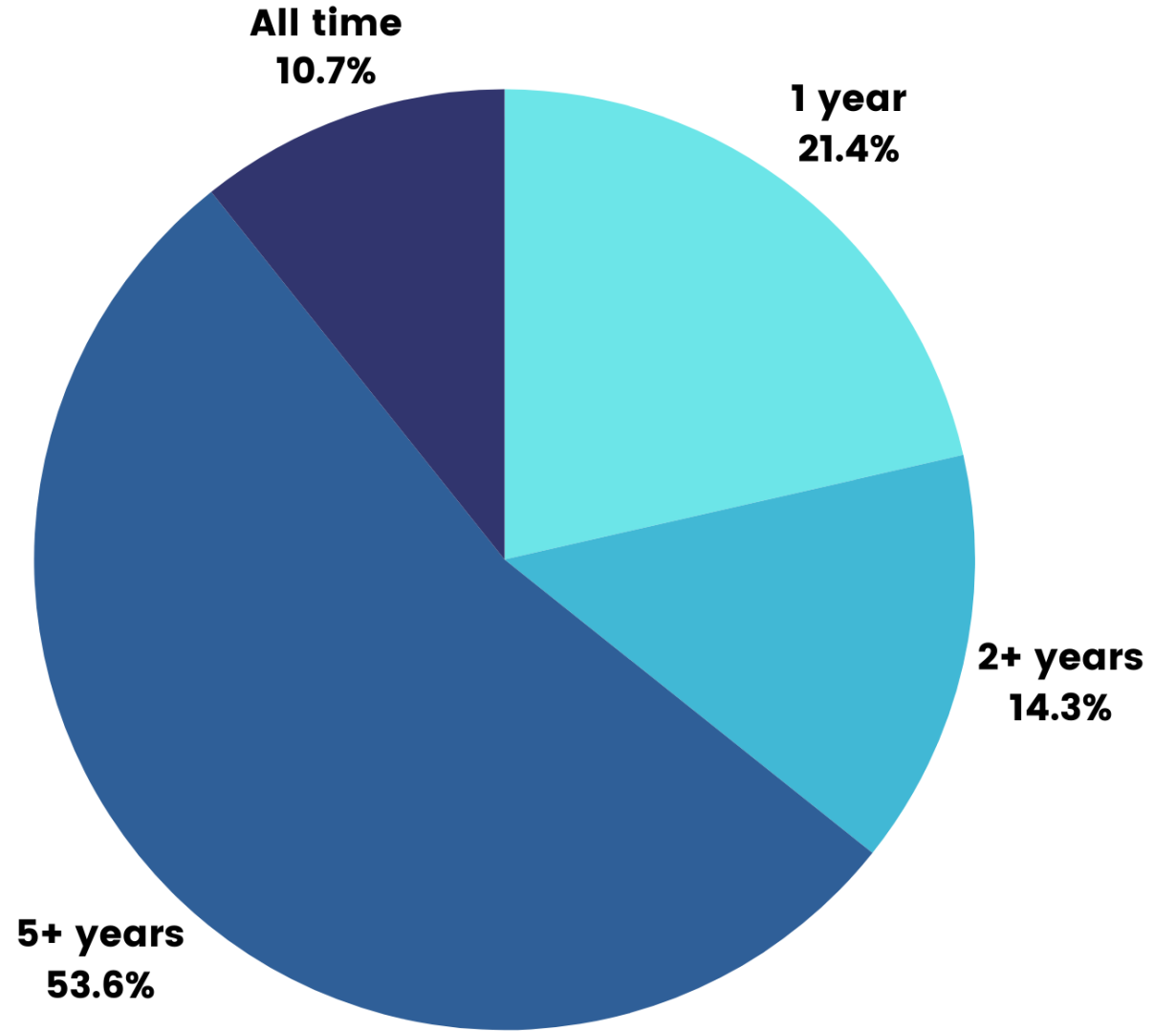
24.2% of our
revenue is
generated from
corporate
partnerships

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Our partnership portfolio



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Getting corporate partners is hard, keeping them is even harder

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What are we observing?

Reflects SDGs



OUR SDG ALIGNMENT

3 GOOD HEALTH AND WELL-BEING

Orange Sky is improving access to essential services such as laundry facilities and a safe space for connection may contribute to

8 DECENT WORK AND ECONOMIC GROWTH

An Orange Sky remote service provides paid employment opportunities for residents in each community which

10 REDUCED INEQUALITIES

Orange Sky highly values strong partnerships in local communities. We work with each community to establish and maintain

Need impact results

Social

Community investment



Giving back to local communities through charity partnerships and programs.



Our community café encourages our employees to give back.

In the Community

At REA Group, we are dedicated to fulfilling our purpose of changing the way the world experiences property for all, including those facing homelessness. We are proud of the impact of our multi-year strategic partnerships with Launch Housing, Orange Sky Laundry, and The Big Issue, providing financial and in-kind support to make a positive impact in the right places.

Throughout FY21, REA facilitated multiple opportunities for our people to connect with the work of our Community Partners. This included volunteering opportunities, education sessions and advocating for the Melbourne Zero movement. We also took part in Orange Sky Laundry's annual Suitsy Challenge fundraiser for the fourth consecutive year, raising \$70,701.

More information on our community partnerships is available on the [corporate website](#).



Volunteering

164 days of volunteer leave or 1,746 hours from a possible 1,445 days



Matched giving

\$107,548.87 combined donations. 99% of our people are participating in the program, with \$1,785,080 in donations since the program began in 2014.



Community grants

46 community grants, to a total of \$45,901.85. 47 advantage community grants, to a total of \$41,000.



Community café & parking

\$14,941.15 donated in FY21, \$281,180.36 since we opened in FY18.



Orange Sky Laundry supported 324 volunteer shifts, 1,915 loads of washing and 2,400 conversation hours.



The Big Issue supported through magazine subscriptions, volunteering and pro-bono advertising.



Launch Housing Through the National Rapid Rehousing Fund in FY21, REA supported 463 people in need and donated furniture to support 17 households. Since its launch, the fund has provided financial assistance to 5,157 individuals across 2,100 households, including 1,850 children.



Community 2020 supporting orange sky laundry

Team volunteering

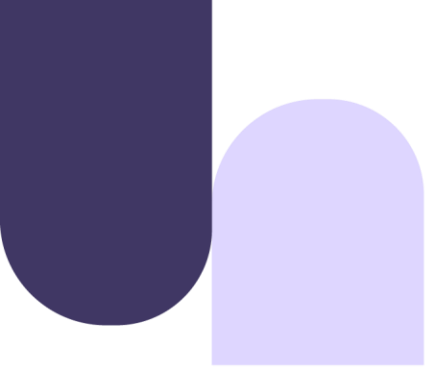


Budget pressures



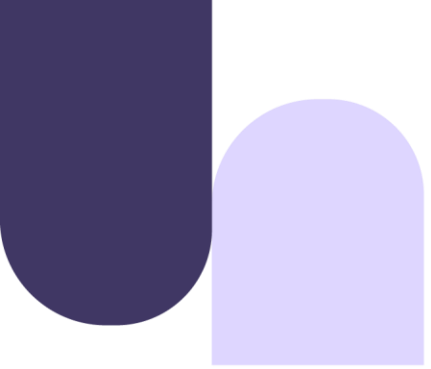
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Causal connection





Many partners or changing philanthropic strategy

The everyday account that does good every day.

Choose from five colourful SpendME Visa debit cards, with five aligned charities, that you can open in just five minutes.





What is the corporate audience looking for?

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Accessible



\$12,428 raised for Orange Sky, enabling 570 loads of laundry and endless conversation hours with our friends

\$22.04 million
In social Impact (Aus)

\$1.74 million
In social Impact (NZ)

Over the past 24 months*
*Based on Orange Sky's overall social impact. Calculated with the Deloitte 17/18 Orange Sky Social Impact Report (adapted for 2020/2021).

Supporting the 116,000 plus Aussies currently experiencing homelessness

And the 41,000 Kiwis who currently experience homelessness



Thanks for helping us connect with meaningful community partners.

9 QBE staff have registered to volunteer on shift

7 QBE staff have supported us with skilled volunteering

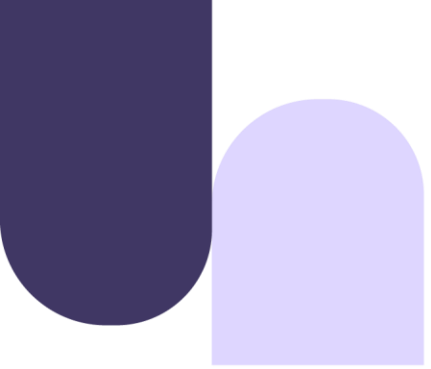
111 Volunteer Hours (QBE Staff)

Thanks for helping us name our Cairns van and 'Nifty' on the Gold Coast!



QBE has also supported us with:

- 62 hours of packing Sudsy Challenge participant packs
- A review of our Learning Management Systems training
- A review of our help desk practices
- Thought leadership to assist us develop our Graduate program
- Supporting the virtual delivery of our Summit 2020 and 2021 (Orange Sky's annual volunteer get together)



Resonates



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Advocacy



Ben Griffin  (He/Him) · 2nd
BOQ Group Customer Advocate



 BOQ Group

 BOQ Group

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adairs

Shop over 6,000 products

NEW IN BEDROOM BATHROOM FURNITURE HOMEWARES KIDS GIFTS SALE LINEN LOVERS ADAIRS INSIDER



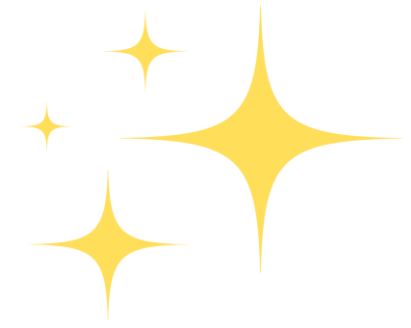
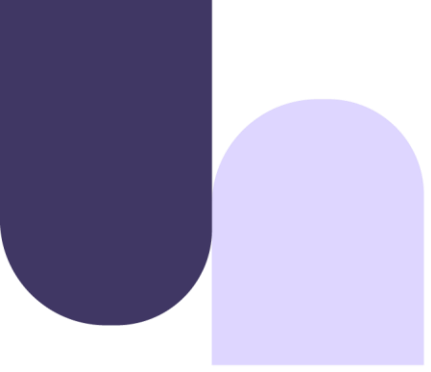
Partnership

Thanks for your support, to date we've provided:

32,727 washes / 11,864 showers / 22,374 hours of conversation.

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Impact reporting is our magic



**\$24 =
1 load of
laundry**

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What is the purpose of impact reporting?



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Acquittal Report Form

QBE Insurance (Australia) Limited ABN 16 003 76 001 AFSL 215 545



The QBE Foundation is a member of Business for Societal Impact (BSI), formerly known as the London Benchmarking Group (LBG).

The BSI framework is widely regarded as the international standard for measuring corporate community investment (CCI) and helps us to manage, assess and benchmark our own CCI.

This form is designed to help our community partners capture the information required by BSI. Please make sure you complete as much of the form as possible. We have done our best to provide guidance around the type of response required – whether it be text, a yes or no answer or numbers.

When completing the form please be mindful of the confidentiality of individuals to whom the information relates and anonymise any personal, confidential or sensitive information.

Should you have any questions regarding this form, please email the Australia Pacific QBE Foundation at qbefoundationauspac@qbe.com

We will also get in touch if we need you to provide any further information or to elaborate on the responses you have provided.

Your organisation

Name of charity Orange Sky Australia

Address 17 Dover Street, Ablian QLD 4010

Contact name

Email

Program or initiative being

Name of program or initiative

Funding amount received

Status of the program or initiative (is it progress complete?)

Timeframe or expected completion date

Provide a detailed description of

QBE supports Orange Sky/ indigenous communities, as throughout Australia include Galwin'ku, Anukun, Bonok our local community partners



2023 Social Contribution Impact Measurement Survey (Australia)

Type text here

At Woodside, our social contribution approach aims to build the capacity and capability of the communities where we work.

We aim to measure our impact against four social outcome areas:

1. Improve knowledge and understanding of the environment, climate change, energy and cultural heritage;
2. Improve childhood development, quality education and lifelong learning opportunities, increased community participation in employment and economic diversification;
3. Support safe, vibrant and sustainable communities; and
4. Progress towards reconciliation activities through social contribution partnerships.

To demonstrate impact through our annual external reporting, we seek your cooperation in completing this impact measurement survey.

Your response will form part of our annual social contribution verification process undertaken by Business for Societal Impact. Data will then be reported in the 2023 Sustainable Development Report due for release in Q1 2024.

Necessity

Increases accountability

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**Educate,
Inspire,
inform**

Shareable

One thing that we have learnt through our time on the six orange chairs is that there is no barrier for conversation or connection, and when times get tough, it is one of the most important things that our volunteers can offer - a great chat. Take it from Andrew, one of our regular friends to the Beenleigh shift:

ANDREW



“ I first saw an Orange Sky shift in Fremantle, and I thought that it was the greatest thing I have ever seen! It is an amazing idea, the staff are so lovely. When you are living in this situation [of homelessness] - it is so nice to sit and have a yarn, Andrew tell us. ”

This quarter, Orange Sky services provided communities with:



3,392
SHIFTS



2,015
SHOWERS



21,641
WASHES



26,980
CONVERSATION
HOURS

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**Promotes
conversation**

**Happy
advocates**

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Regular impact report (all partners)

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Co-branded



AlSCO & Orange Sky Australia

Thanks to the generous support of AlSCO, Orange Sky has been able to continue supporting the 122,000+ people in Australia by providing clean clothes and genuine, non-judgemental conversation.

Since the commencement of our partnership, AlSCO has helped to keep the wheels turning for multiple service locations.

Your support has directly enabled:



382
SHIFTS



4,585
WASHES



3,056
CONVERSATION
HOURS

Snapshot

Real data

Storytelling



Your support helps friends like Vivienne in Maningrida, NT

Vivienne and her family are some of the friendly faces that visit our remote service in Maningrida, NT - run by Mala'la Health Services. In a region where laundry access is challenging, Vivienne shared how helpful it is to have her winter blankets washed and dried so her family can stay warm each night.

"Always so good to have Orange Sky come and wash the big blankets. They take maybe 2 days to dry but Orange Sky can do it quick. They are very busy so it's nice to have them come and wash for me and my sisters and my mum," Vivienne said.



Your ongoing support means that Orange Sky can continue to support friends around Australia, like Vivienne, to positively connect with their community.

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Regular impact report (large partners)

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REA Group and Orange Sky in partnership

REA Group and Orange Sky have continued to build upon our impactful partnership, making a significant difference in the lives of our friends doing it tough. Over the last six months, we have connected and collaborated on many opportunities.

In July, REA Group's senior organisational development specialist, Felicity Barrow, presented an extraordinary session for Orange Sky's marketing, fundraising and partnerships team. Focused on giving and receiving feedback, this session proved extremely beneficial for our team who work closely together.

Felicity volunteered close to 2 hours of her time and expertise to provide practical and critical training, to uplift the capabilities of our team.

The Sudsy Challenge

For the fourth year in a row, the REA team rallied around The Sudsy Challenge, taking their fundraising to great heights yet again.

The team jumped at the opportunity to co-branded shirts for the challenge to further incentivize challengers.

With 23 participants taking on the challenge, and generous matched donations by REA, the teams efforts raised a whopping \$30,509, having a huge impact on our services, enabling 1,271 loads of laundry in addition to ongoing partnership funding.

In addition to an incredible fundraising effort, team REA helped raise awareness of the challenge by sharing multiple posts on social media, and generously provided a pro bono CPM advertising package, helping us to reach new audiences perfectly suited to the challenge.

REA Group also helped spread awareness of our partnership through an incredibly moving video share across social media, aligning with World Homeless Day, a milestone in the Orange Sky calendar.

REA Group also helped spread awareness of our partnership through an incredibly impactful video share across social media, aligning with World Homeless Day, a milestone in the Orange Sky calendar. The Melbourne HQ parking and Community Cafe continue to drive the wider teams connection to our partnership, whilst continuously generating additional funding for our services, receiving \$7,688 from these initiatives to further support people doing it tough.

**Their
people**



**Showcase
the relationship**



**Tailored
story arc**

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Renewal reporting & proposal

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Reiterate reasons to partner

3 out of 4 Australians believe that corporations should be **engaging in charity partnerships**

46% of Australians express a favourable view of companies who form **long-term partnerships**

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Reflect their strategy



Sustainable Impact



Empowerment



Engagement



Strategic Alignment



Partner for Innovation



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Reinforce your alignment



Talk about people

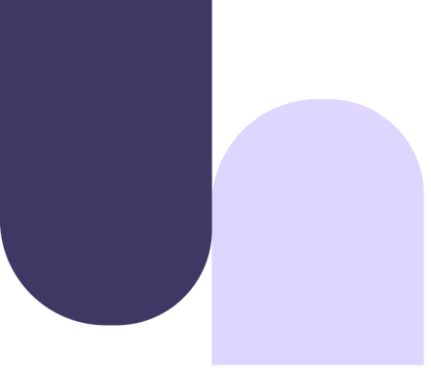
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Actions to take today



**Templates
&
reminders**

**Info &
image
bank**

**One story,
one quote,
one image**

**Impact &
outcome
data**

**Partner
generated
content**

**FIA
Conference**
2024

Thank you



Philanthropy & Partnerships
Track

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