

Partnering with corporates for community outcomes

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of your not-for-profit.

Connecting Up 

Who are Connecting Up?



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Corporates



Not-for-profits



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Over 17,500

Australian not-for-profits

Over \$350 million

of technology donated

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What is the donations program about?

About outcomes, not savings

Increasing the efficiencies and capabilities of not-for-profits

Increasing outcomes in the community

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Evaluating the non-monetary benefits

What is social return on investment?

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How on earth do you calculate that?

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Take a fixed period

Single financial year

Single donor partner – Microsoft

\$41.2 million of donated technology

Surveyed 2,800 donation recipients

... then asked!

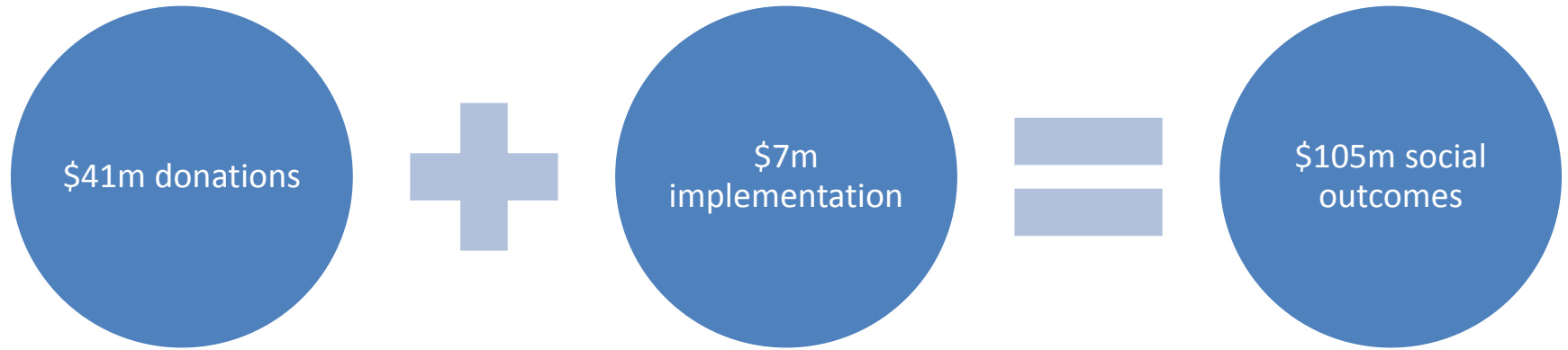
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What did we find?

- NFPs had spent \$7m to implement technology
- Several key benefits:
 - Reduced costs from IT
 - Increased efficiencies
 - Better operational performance
 - Better client outcomes

The end result



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What did we learn?

- Microsoft's donations program delivers value to the community
- The SROI figures provided legitimacy when meeting with potential partners
- Easier to articulate the benefits from the program

Questions?



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