



Deep Blue Workplace Giving and the Australian Marine Conservation Society

By going to work each day you can help save our oceans

Australia is a country defined by and recognised for its love of the ocean. More than 8 out of 10 Australians live within 50 kilometres of our coastline. Many of us either live or dream of weekends spent at the beach and holidays on our beautiful islands and snorkelling our coral reefs. You can help keep our oceans healthy and full of playful sea life directly from your desk by becoming a part of our deep blue workplace giving club.

Your regular contribution will help us continue our work protecting our ocean wildlife, making our fisheries sustainable and creating places in the sea where our precious ocean animals are safe from harm.

What is Workplace Giving?

Workplace Giving is an easy way for you to regularly donate to charities through your employer's payroll system. Under a Workplace Giving program all donations are made from pre-taxable income and result in an automatic tax deduction.

How it Works

Workplace Giving is a simple, cost efficient way to donate to ocean conservation. Donations are made from pre-taxed income, which is reduced by the amount of the donation. In other words, the tax benefit is immediate, without even putting in your tax return. For example, a \$20 pre-tax donation only costs you \$13.60 but Australian Marine Conservation Society (AMCS) receives the full \$20 (assuming a marginal tax rate of 32%).

The Workplace Giving arrangement does not affect your gross income or other calculations, such as superannuation guarantee payments or fringe benefits (FBT).

Benefits for your business

- reflect your goodwill and corporate social responsibility
- enhance your corporate image among your staff and the local community
- increase your company's overall charitable giving
- choose to support employee efforts by matching their donations – demonstrating an organizational commitment to staff interests
- easy to administer for any payroll that can make pre-tax deductions.

Australian Marine Conservation Society

Become a Sea Guardian Today: www.marineconservation.org.au

a P.O. Box 5815, West End Qld 4101 p 07 3846 6777 f 07 3846 6788 e amcs@amcs.org.au

Benefits for you

- make regular tax deductible donations to AMCS, without having to worry about paperwork and keeping receipts for your tax return.
- provides an easy way to regularly support the protection of our ocean wildlife
- offers the opportunity to make tax-free charitable donations of any amount
- instead of being asked for a donation all the time you will receive updates about how your contribution is making a difference for a future of healthy oceans

Benefits for AMCS

- Workplace Giving enable AMCS to develop a long-term relationship with a new network of critical supporters
- Workplace Giving allow AMCS to receive donations as a lump sum for each employer or Workplace Giving service. This reduces our administration costs and means that more funds can be channeled directly into protecting our ocean wildlife.
- Workplace Giving also means that AMCS is not required to issue a receipt to the supporter at the end of financial year (although employers may request a receipt from us).



How to nominate the Australian Marine Conservation Society as a workplace preferred charity

For employees:

Firstly, find out if your organisation has an existing Workplace Giving program:

- If so – AMCS is registered with [Charities Aid Foundation](#) (CAF) who administer contributions for over 500 Australian charities. You can [choose AMCS](#) as your chosen charity with CAF.
- Or - you can nominate the Australian Marine Conservation Society as a preferred Workplace Giving charity partner and request your employer submit the AMCS Workplace Giving Nomination Form. Once the process is complete, you can pledge a nominated donation to AMCS on a regular basis through your employer.
- If no - champion the cause! Consult your employer and refer to the next section.

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For employers wanting to establish a Workplace Giving program:

For employers that wish to offer Workplace Giving, invite your employees to enter into a Workplace Giving program. To set up a Workplace Giving program, go to the [Australian Taxation Office website](#) and establish a program.

Then, to add AMCS to your Workplace Giving program, work with CAF who specialize in Workplace Giving Programs or fill out AMCS Workplace Giving Nomination Form and return it to AMCS.

For employers with an existing Workplace Giving program

For employers that have an existing Workplace Giving program and would like to add AMCS to your program, simply fill out an AMCS Workplace Giving Nomination form and return it to AMCS.

Donations of \$2 or more are tax deductible. If you have any questions, or you would prefer to donate over the phone, or call our supporter team on 1800 066 299.

How your donation helps

- **\$10** will support our community action campaigns, such as our efforts to stop plastic pollution;
- **\$20** will help us work with fishers and tourism operators towards sustainable fisheries;
- **\$30** helps us to protect our beautiful marine animals, like the playful Australian sea lion;
- **\$50** will help us protect the Great Barrier Reef from inappropriate development;
- **\$100** goes towards supporting our work to create a network of marine national parks to protect our ocean treasures, like the magnificent blue whale.



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