

# START *GIVING*

Inspiring a new culture of giving  
in the innovation community

[STARTGIVING.COM](http://STARTGIVING.COM)

# The Australian giving gap

WE'RE A NATION OF WEALTH WITH A POOR PHILANTHROPIC CULTURE



Discrepancy in giving rates

Australia, a wealthy nation, lags behind the USA, UK, Canada and NZ in charitable giving



Wealth growth vs stagnant giving

Despite doubling wealth in five years, charitable contributions remain static



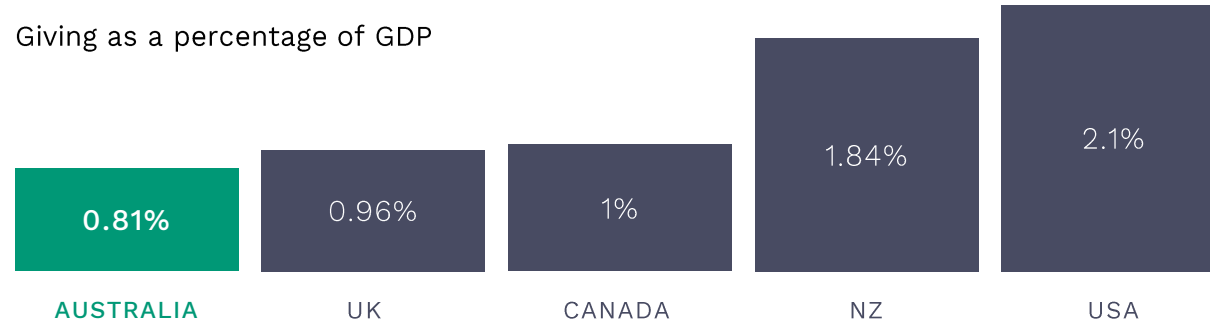
Pressing need for giving

There's a substantial need for giving to alleviate suffering and create opportunity

AUSTRALIAN TECH FOUNDERS CAN GENERATE IMPACT AT SCALE BY GIVING TO CHARITIES

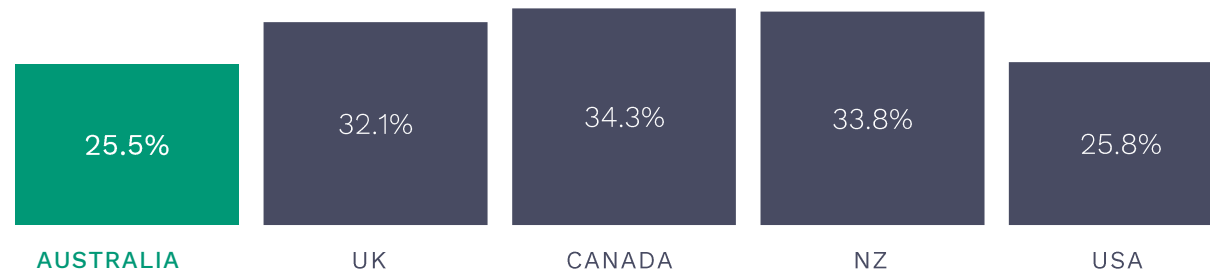
# Australia's charitable giving lags behind global peers

Giving as a percentage of GDP



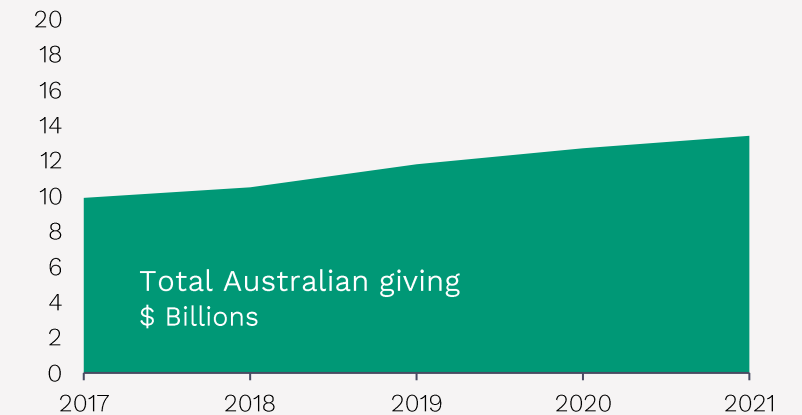
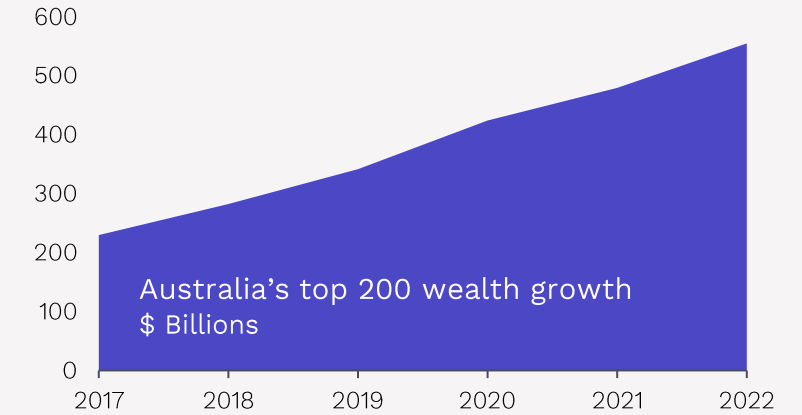
Source: Philanthropy Australia: A blueprint to grow structured giving, April 2021

Total tax revenue as a percentage of GDP



Source: 2020 OECD Statistics, gathered by StartGiving

## WEALTH SOARS, BUT CHARITABLE GIVING STALLS



Sources: AFR Rich List data 2017-2021 & ACNC Australian Charities Report data, gathered by StartGiving



# Inspiring giving in the innovation sector

YOUR JOURNEY. OUR EXPERTISE.  
FREE OF CHARGE.

## Tech founders are different

They're progressive, feel undeserving of their wealth, have a discomfort with inequality and are problem-solvers

## Cultivating a culture of giving

We're dedicated to inspiring a culture of giving within the Australian innovation sector

## Normalising tech founder philanthropy

We're establishing charitable giving as an expectation and norm among successful tech founders

## Personalised, free and charity-agnostic support

We offer personalised expert advice and trusted connections, all fully funded by our founder Daniel Petre AO

# Your guiding philanthropy partner

PERSONALISED SUPPORT AND ADVICE  
AT NO CHARGE TO YOU

## One-to-one concierge service

To guide you through the process of establishing your private foundation

## Financial support

We cover the upfront establishment costs and subsidise admin fees in the early years

## Expert advice

Advice on dealing with regulators, conversations with investors and how to manage liquidity

## Gifting guidance

Everything from setting your strategy, to choosing charities and how to give effectively

## Community

Be connected to a supportive community of new and established tech givers

START  
GIVING  
podcast



# Why start giving?

In the end, all of us have to put our heads on our pillows at night and deal with our thoughts. If you can sleep soundly in the knowledge that you could have helped those in need today but decided not to, then that is your choice. However, I have yet to meet one founder who feels like that.

– Daniel Petre AO

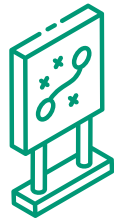
FOUNDER AND CHAIR, STARTGIVING



# Doing good at scale

STRUCTURE YOUR GIVING AND SUPPORT CAUSES THAT MATTER TO YOU

PRIVATE AND PUBLIC  
ANCILLARY FUNDS ARE  
POPULAR OPTIONS.  
HERE'S HOW IT WORKS:



## Set up

Move cash and/or equity into a structured giving vehicle



## Tax benefit

Receive an immediate tax deduction, which can be spread over five years



## Give

Gift a % of the balance to charities of your choice every year



## Scale

As your cash is invested, or your company grows, so does the balance of your foundation

# Which option is right for you?

## PAFs AND SUB-FUNDS AT A GLANCE

	PRIVATE ANCILLARY FUND (PAF)	SUB-FUND IN A PUBLIC ANCILLARY FUND (PuAF)
Time to establish structure?	4-6 weeks	1 day
Recommended starting donation?	\$1 million	\$50,000
Tax deduction?	Yes, immediately, or can be spread over five years	
Assets to establish structure?	Cash and/or equity	Cash only
Minimum grant per annum?	5% of the previous 30 June balance	4% of the previous 30 June balance
Which charities can I give to?	It's your choice. Select from one or more of 25,000 organisations	
Who manages the investments?	You choose who and how the investments are managed	Sub-funds are pooled together and invested by the PuAF trustee



# Why structured giving?

There's a great buzz in knowing that your giving is effective. Setting aside funds in a personal foundation now lets you lock in your good intentions, take a considered approach, maximise tax benefits and have a positive impact in the world.

– **Antonia Ruffell**  
CEO, STARTGIVING





# Proudly endorsed by major Australian VC firms

AUSTRALIA'S ONLY NON-PROFIT DEDICATED TO SUPPORTING TECH FOUNDERS WITH PERSONAL PHILANTHROPY

## Tech founder philanthropy support

We are Australia's exclusive organisation dedicated to aiding tech founders with personal philanthropy

## Non-profit and cost-covered services



A not-for-profit entity, we offer a free service with full coverage of PAF and sub-fund set up costs

## Strong industry backing and expertise

Major Australian VC firms proudly endorse our mission, supported by a team with extensive experience in both the innovation and philanthropy sectors

# The team behind StartGiving

DEDICATED TO LEAVING A BETTER WORLD TOMORROW, TODAY



**Daniel Petre AO**  
Founder and Chair

Leading player and investor in the technology industry for 35+ years. Former Microsoft VP, co-founder of AirTree Ventures, Ecorp and Netus, author and philanthropist

**Catherine Feeney**  
Head of Marketing & Communications



Twenty years of marketing leadership expertise in the tech and social purpose sectors on both client and agency-side

**Antonia Ruffell**  
CEO

More than two decades of experience in philanthropy. One of Australia's most respected experts on charitable giving and ancillary funds

**Gisela Wildie**  
Office Manager & Executive Assistant

For more than 10 years, has supported industry leaders and decision makers to maximise their time and achieve business success



**Bill Gates**  
Advisory Board

Co-chair of the Bill and Melinda Gates Foundation and co-founder of Microsoft

**Peter Singer AC**  
Advisory Board

World-renowned moral philosopher and bioethicist. Founder of The Life You Can Save

The best time to start giving  
was yesterday

Antonia Ruffell

CEO

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