

Case Study: Investing in communities

By Perpetual Sustainability

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We measure community giving and volunteering using the Business for Societal Impact (B4SI) framework, which measures the financial value of our voluntary support for organisations that have a charitable purpose.* Based on the B4SI framework, our total community giving and volunteering in FY24 was equivalent to \$2.51 million, up from \$2.16 million in FY23.

An example of one initiative is our partnership with LifeChanger in Australia over the last four years. LifeChanger is a preventative mental health and wellbeing not-for-profit that empowers young people to live thriving, resilient lives, and in FY24, we contributed \$150,000 towards helping the delivery of their critical programs into schools.

* This includes cash donations, memberships and sponsorships of community organisations, employee volunteering time and management costs associated with community giving activities. Our reporting methodology excludes some memberships which are predominantly employee or business focused, and only including part of our sponsorship funding of community causes to account for the commercial benefit of a portion of that funding.