

Staff Guide

Workplace giving with
Dementia Australia



About Dementia Australia

Dementia Australia is the national peak body supporting people living with dementia, their families and carers. We transform the experience of people impacted by dementia by elevating their voices and inspiring excellence in support, care and research.



Our vision

An inclusive future where all people impacted by dementia receive the care and support, they choose



Our purpose

To transform the experience of people impacted by dementia by elevating their voices and inspiring excellence in support and care, free from discrimination



Our values

- + Authentic
- + Living experience
- + Inclusive
- + Collaborative
- + Empowering

Dementia in Australia, a growing challenge



Without significant
intervention, over
1 million Australians
are expected to be living
with dementia by 2065.

Dementia is now the
leading cause of death
of all Australians, according to the Australian
Institute of Health and Welfare (AIHW).



In 2026, an estimated
446,500 Australians
are living with dementia;
29,000 people
are living with young onset
dementia (a diagnosis of any
type of dementia between
the ages of 18 and 65), and
this number is expected to
rise to **41,000 by 2054**.




2 in 3 people
with dementia are
thought to be living in
the community.



54%
of people living in
permanent residential
aged care have dementia.

What is workplace giving?

Workplace giving is one of the simplest ways to make a big difference. By donating a small amount from your pre-tax pay, you can help fund vital services, support, advocacy and research to ensure that nobody faces dementia alone.

View this video  to understand the impact matched employee giving can have.



No receipts needed – your donations are recorded on your annual PAYG taxation summary by payroll.



Immediate tax benefit to you – donations are taken pre-tax.

Best of all, if your workplace offers matched giving – and many do – your impact could be doubled, helping even more people impacted by dementia.

Jo-Anne's story

For people like Jo-Anne, workplace giving funds tangible and lasting support. [View Jo-Anne's story](#) → to learn about her journey with dementia and why supporting Dementia Australia matters.



See Jo-Anne's
story here



Start small to aim big!

Looking for a place to start? Why not with a dollar a day?
It doesn't just add up – it multiplies.



\$7 a week from
your pay



Only costs you about
\$4.72 after tax.



If your employer offers
matched employee giving,
your \$7 becomes **\$14** for
Dementia Australia.

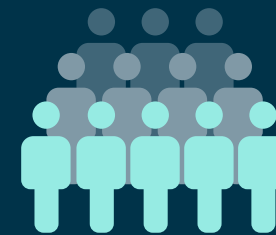
What started out as less than the cost of a coffee
– multiplies exponentially when people join the movement:



10 people =
\$140 a week



100 people =
\$1,400 a week



1,000 people =
\$14,000 a week

Why support Dementia Australia through workplace giving?

With an estimated 1.7 million Australians involved in the care of someone living with dementia, chances are you and your colleagues all know someone impacted. That's why Dementia Australia offers information, advice and support, no matter your experience with dementia.

Dementia Australia support services and programs include:

- + National Dementia Helpline
- + Carer Support Groups
- + Free Counselling for individuals, couples and families
- + Post-diagnostic support and living with dementia programs
- + Policy & government advocacy
- + Vital dementia research
- + Education and training for aged care and health professionals
- + Award-winning technology and innovation

And more!



How to get started

To start workplace giving, first check whether your employer offers a giving program by contacting your payroll officer (or equivalent). If they do, simply select Dementia Australia as your charity of choice.

If they don't, ask them to reach out to partnerships@dementia.org.au - our Workplace Giving Specialist will provide all the information and resources needed to help you get started.

Together, let's help people with dementia, and their carers, live as well as they can.



Go the extra mile - become a Workplace Giving Champion

Every dollar you raise helps us to support people living with dementia.
Now imagine the power of your impact multiplied by your colleagues' efforts.

By becoming a Workplace Giving Champion, you'll play a vital role in uniting your team, raising awareness, and creating a collective impact for people living with dementia.

Your role as a Champion



- + Share the “Dollar a Day for Dementia” message
- + Encourage colleagues to sign up to workplace giving
- + Organise or support activities that bring your workplace together
- + Celebrate collective milestones and share impact stories.

We'll give you everything you need to succeed, including resources to:



- + Host a **Cuppa Time** →
- + Host a **'Workplace Memory Walk & Jog My Way'** →
- + Campaign Moments – Workplace Giving Month (June) and Dementia Action Week (September).

We'll be with you every step of the way – providing toolkits and ideas.
Together, we're not just raising funds; we're building a dementia-friendly future.

What's next?

For more information and assistance to become a Dementia Australia Workplace Giving Champion, contact our Workplace Giving Specialist, Marie-Louise Bone at partnerships@dementia.org.au → or visit our website dementia.org.au/workplace-giving/ →

