

sage Foundation



Business serving communities  
**IMPACT REPORT 2019**

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## Helping our communities Thrive On

At Sage, we put colleagues at the heart of everything we do. Their commitment and dedication – to our customers, our communities and one another – is a differentiator for us.

Nearly five years on, Sage Foundation continues to grow from strength to strength, bringing together colleagues and partners in a global program of action-orientated philanthropy. We remain committed to helping our local communities and engagement has been outstanding, with colleagues reaching a record 31,250 volunteer days in FY19.

I'm really pleased that despite a busy and exciting year for me at Sage, I was still able to dedicate five days to volunteering, and I continue to encourage our colleagues, and now our partners, to do the same. In a recent Sage Foundation Pulse survey, we wanted to assess the effect that volunteering has on our organisation. 71% of respondents said that volunteering created a more cohesive and inclusive culture, and I can attest to that. I have really enjoyed every volunteering day, in particular the "Big Days Out" events, which are attended by a large group of colleagues, affording me an opportunity to get to know our people while doing good in our communities. It's been a refreshing experience that has lent itself to lots of fun with colleagues and teamwork.

I've also spent my volunteer time on "Big Days In". These activities are specifically designed to allow our customer support teams to be a part of the volunteer action, while remaining in the office so that they can continue to deliver a brilliant service to our customers. I joined 250 colleagues in Newcastle for activities as diverse as upcycling bikes for Recycle Y Bike, making paracord bracelets for Veterans at Ease, and Back to School packs for Family Gateway.

In March 2019, I was pleased to announce that we'd achieved the \$1 million fundraising challenge. When we hit that number, I did what any ambitious CEO does and doubled the target. So, this time, we're working on a \$2 million target by 2022 for community charities. So far, so good.

Innovation continues to lead everything we do and we're in a unique position where we can use our resources and technology to solve societal challenges. Two such projects are FutureMakers and rAlnbow – both of which use creative AI to solve social justice issues.

When Sage Foundation brings colleagues, partners and customers together, it creates a bond that's invaluable, with 91% of Sage colleagues saying volunteering makes them happy. Every day, I encounter productive and engaged teams who love what they do. I can't wait to see what FY20 holds for Sage Foundation in propelling our colleagues, customers and business partners to "Thrive On", by taking action to make anything possible.

### Steve Hare

Sage CEO

Sage Foundation Executive Sponsor

# FY19 in numbers



**31,250**

Number of working days Sage colleagues spent volunteering in FY19



**30%**

Increase in volunteer days from FY18



**91%**

Percentage of colleagues who said volunteering makes them happy!



**£4.2 million**

Value of colleague volunteer time invested in our local communities



**\$720,000**

Funds raised this financial year for the \$1 million challenge and \$2 million by 2022 challenge



**292**

Number of grants awarded to not-for-profits this year



**549**

Number of non-profits that benefited from a Sage Business Cloud product discount



**23%**

Increase in non-profits that received product donations in 2019



## FY19 Highlights: my favourite things

There's a saying that goes, "If you do what you love, you'll never work a day in your life". My role within Sage Foundation is exactly that – through taking action in communities across the world, I get to do what I believe in, every day.

As Sage Foundation continues to thrive, I'm so proud of what we've achieved this year. We've scaled enough to support thousands of people across the 23 markets in which we operate. Through the efforts of 13,000 Sage colleagues, we delivered 31,250 volunteer days, fundraised \$720,000, gave away 292 grants, and donated 781 product licenses to non-profits across the globe.

Sage Foundation has a way of unifying our colleagues and business partners in a global program of action philanthropy. We continue to transform lives to support economic stability and social equality, and work hard to increase opportunities for young people, women and military veterans, and to drive innovation, enhance access to education, promote workforce development, and support entrepreneurship.

Sage Foundation underpins our colleagues' success and helps make Sage an employer of choice. Through an internal communications campaign, titled the HAPPY campaign, Sage Foundation was able to increase the number of colleague volunteer days by 30% in FY19. Almost half of Sage's colleagues say that volunteering builds cohesive teams within the business.

Personal highlights for me included the Three Peaks Challenge. Together with colleagues from across all five Sage Australia offices, we climbed the country's three tallest peaks, covering 50 kilometres of steep terrain in 30 hours, with very little sleep! It was all worth it though, because we raised more than AU\$30,000 for local charity partner Whitelion. In July, I joined 32 colleagues, partners and customers as they cycled from London to Paris in just three days. Collectively we raised US\$85,000 for charities and endured temperatures of between 16 and 43 degrees.

In South Africa, we launched an AI chatbot companion called rAIbow, which was recognised for its contribution in helping address domestic violence in South Africa. In the past year, it won a UNESCO Award, a Stevie Award and, most recently, a justice innovation award from The Hague Institute for Innovation of Law. This project really has shown how innovation and AI can make such a difference in our local communities.

It is important that Sage Foundation continues to prepare our communities for the future of work, and this year saw us extend Sage FutureMakers workshops into new Sage markets. The curriculum is designed to combine creative thinking with coding and ethical AI, helping young people to understand future employment opportunities that do not currently exist. We also launched Pathways, a program aimed at women wanting to transition back into employment, by helping them to realise new routes back into the workplace.

Our mission at Sage Foundation is to short-circuit inequality in our communities by building a workforce that's fit for tomorrow. By working together, our community of colleagues, customers and partners are building more routes into education, work and entrepreneurship for marginalised young people, women and military veterans.

For Sage, this is the right way to do business. For myself, and the whole Sage Foundation team, it's an absolute privilege to make it happen.

### **Debbie Wall**

Executive Vice President  
Sage Foundation and Diversity and Inclusion

# Aligning with the United Nations SDGs



“The United Nations Sustainable Development Goals are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.”

Sage Foundation is built on the principle that continued business success only increases our opportunity to impact communities around the world. The United Nations has outlined 17 Sustainable Development Goals (SDGs) that have challenged governments, corporations, charities, and individuals globally to identify how they each can address these challenges in their own communities.

Sage Foundation has identified four SDGs that align with our programming, and how we are working with our colleagues, charity partners, leadership teams and business partners to make all of our global communities better places to live.



## SDG 4: Quality Education

Sage Foundation provided access to education programs around the globe through our Sage Inspiring Youth programs. Expanding on our UK pilot this year, our signature FutureMakers program provided youth with an opportunity to explore the world of artificial intelligence (AI) and STEM education. In the northeast of England, our program *A Place to Call Home* was recognised as one of the only corporate-funded initiatives in the region to invest in researching the educational experiences of homeless youth.

In addition, our global volunteer program has supported a myriad of programs ranging from remote colleagues supporting children's reading progress with charity partner TutorMate, through to promoting STEM take-up with the First Lego League program in several Sage markets. Sage Foundation believes that quality education is a critical pillar of every community, and that everyone should have equal access to the highest quality of education possible.



## SDG 5: Gender Equality

Sage Foundation believes in gender equality both in and out of the workplace. A recent example of gender support is through the work we have done with US-based charity partner, Helping Mamas, a baby supply bank in Atlanta that connects Helping Mamas to mamas in need.

In addition to contributing our time, Sage Foundation invested in our partnership with AI for Good, a London-based social enterprise, to launch rAIInbow in South Africa. rAIInbow is an AI-powered smart companion designed to empower survivors of domestic violence. Since launch, it has supported over 16,000 users and facilitated 800,000 conversations.

Sage Foundation also launched the Sage Pathways Program, a workforce development program for women returning to work after a career break. Sage Foundation embraces many forms of supporting gender equality and diversity, and works tirelessly to enforce it in all that we do and in every community we serve.



## SDG 8: Decent Work and Economic Growth

Communities cannot thrive unless the people in them do, which is why Sage Foundation focuses on entrepreneurship and workforce development. We have designed multiple programs to support business owners and entrepreneurs around the world.

**The Horizon Fund:** An invite-only impact investment program provided 14 grants to charities supporting entrepreneurs and social enterprises in nine countries.

**The Peter Jones Military Tycoon Program:** A program supporting British military veterans under the age of 30 to develop the entrepreneurial skills necessary to create a side business.

**Pathways Program:** This inclusive workforce development program includes specialised onboarding, training, and flexible scheduling to accommodate individuals seeking to get back into the workforce.



## SDG 9: Industry, Innovation and Infrastructure

As a technology company, Sage believes that innovation is the future and that the future of our youth is one of the most important investments we can make as a funder.

This is why we created and launched Sage FutureMakers, a unique workshop where we teach underserved young people how to combine problem-solving skills, creativity and empathy with the power of artificial intelligence. FutureMakers provides access to a top-line AI curriculum, designed by UK-based social enterprise AI for Good, using Sage colleagues as volunteers, providing training to teachers and trainers, and grants to charity partners to support the students.

FutureMakers has a goal to impact over 500 students in five Sage markets in FY20 and to contribute to building the next generation of ethical, innovative leaders.

# Grants

This year, 292 grants were delivered in 21 countries.

## Executive Grants

Executive grants are awarded quarterly. Our approach means we're able to establish and develop long-term partnerships with non-profits that can deliver impact aligned to our Sage Foundation pillars, including the support of our signature programs. Potential organisations are nominated by members of the Sage Foundation team or Sage executive team members.

### Number of non-profit partners

**52** grants were awarded in **15** countries:  
**9** women and girls  
**39** youth  
**4** military veteran non-profit partners

## Program Grants

Program grants are awarded quarterly. Our approach means we're able to use our colleague volunteering days to support non-profits that can deliver impact aligned to our Sage Foundation pillars. Potential organisations are nominated by members of the Sage Foundation team or Sage Foundation Ambassadors.

### Number of non-profit partners

**151** grants were awarded in **18** countries:  
**43** women and girls  
**96** youth  
**12** military veteran non-profit partners

## Enterprise Fund

By helping smaller non-profits with an income of less than \$2 million, we opened applications for a \$500,000 fund across the world to support impact-driven initiatives that support smaller entrepreneurship ventures.

### Number of non-profit partners

**68** grants were awarded in **14** countries:  
**14** women and girls  
**50** youth  
**4** military veteran non-profit partners

## Sage Foundation Donations

Sage Foundation Donations have allowed us to work with partners on initiatives such as the World Transplant Games and Big Give Live donations where we have awarded grant funding to charities during Sage events.

### Number of non-profit partners

**7** Sage Foundation donations were awarded in **4** countries:  
**1** women and girls  
**6** youth





# The Horizon Fund

FY19 saw us break new ground with the Horizon Fund – focused on helping entrepreneurs to thrive. The Horizon fund launched in H2 and will help projects supporting enterprising spirits across the Sage world!

The Horizon Fund supports financially marginalised or social entrepreneurs via innovative charity partnerships, focused on women, youth and military veterans. The Horizon Fund takes us into more innovative and progressive territory – living our core Sage business values of helping entrepreneurs and their businesses to thrive. Across nine countries, we invested in five initiatives supporting female entrepreneurs; seven initiatives supporting young entrepreneurs; and two military veteran entrepreneur initiatives.

## Charity profiles

**PROJECT:** Les Ambitieuses  
**CHARITY:** La Ruche  
**COUNTRY:** France

“Do not be afraid to have ambition, to be bold and use digital and new technologies to imagine large-scale replicable solutions – we are here to help you!”

In France, women represent only 9% of entrepreneurs in the technology sector. Through Horizon Fund grant funding, La Ruche will support 30 start-ups, run by women in the technology field across France, to focus on growing their start-up to scale-up businesses.

Les Ambitieuses – translated as “the ambitious women” – will provide a wraparound program to support their journey as leaders. This will include team building and networking events, co-development workshops, ongoing coaching with an expert in their area of business, and resilience training to help them balance professional and personal life.

This is the first women’s start-up to scale-up program run by La Ruche, a well-regarded and celebrated network of incubators dedicated to social innovation. Sage leaders and volunteers will use their own skills to assist Les Ambitieuses on the program in order to inspire others to run successful social and tech businesses of the future.

**PROJECT:** Sage Foundation Entrepreneurial Training  
**CHARITY:** Get On Skills Development  
**COUNTRY:** South Africa

In South Africa, more than 25.4% of the population, including over 50% of young people in informal settlements, are unemployed. Get On Skills has found a way of tapping into, and celebrating, the natural yet undeveloped entrepreneurial skills of the beneficiaries.

Sage Foundation Entrepreneurial Training helped 30 small business entrepreneurs to enhance their natural business skills and educate them on the challenges and rewards of starting or growing a business. Through an intensive program to develop their skills and business concepts, the entrepreneurs focused on the unique selling points of the business, the legal requirements of being successful as a small business, customer success modelling, drafting a business plan, and financial management good practice. Business experts bring these topics to life in presentations. From agriculture cooperatives to start-ups promoting recycling, we helped entrepreneurs to thrive by getting the best start to their business journey, including experience of Sage’s corporate environment and Sage accounting and payroll software to help their businesses thrive from the start.

Eight entrepreneurs will receive further training to enhance their life skills as a future CEO, and two entrepreneurs have been selected to receive a yearlong business support program. Glomo Solutions develops workflow software, and Urban Cherry Clothing trains unemployed women from the township of Atteridgeville in sewing and fashion design.

# Volunteering and fundraising highlights

## Big Bike Ride Canada

The Heart and Stroke Foundation facilitates research and awareness into both conditions. In Canada, 44 colleagues got into the Big Bike saddle as a team to support the Foundation. Riding at two events in Vancouver and Richmond, the team raised over C\$4,000.



## Board and ExCo volunteering

Proving that everyone at Sage embraces Sage Foundation, the ExCo and Board also got stuck in, in FY19!

ExCo colleagues in Atlanta packaged 2,000 sandwiches and 500 hygiene kits for the homeless, to benefit local charity Crossroads Community Ministries.

The Sage Board joined beneficiaries of London-based charity Working Chance, to coach and inspire those leaving the criminal justice system on the journey back to employment.

## Big Days In and Out (UKI)

All of our UKI offices took volunteering out of the office in FY19. Supporting local projects such as Girl Guiding UK South, the Byker community in Newcastle and Barrettstown in Dublin, we volunteered 1,036 days with 12 charities across 15 Big Days Out in the UK.

Colleagues and partners cleaned, gardened and transformed spaces to help our local communities. We also held our biggest single volunteering activity in Newcastle, with the services team taking part in the Big Day In supporting 10 charities by making items that they could sell to raise funds. They produced £3,000 of items in value, including cards, baking kits, bee hotels and snuffle mats.



## Alles Rollt (Austria + Frankfurt)

In Central Europe, more than 250 colleagues, partners and customers came together for two inclusive events in Vienna and Frankfurt celebrating everything that rolls – from wheelchairs to scooters! Riding alongside beneficiaries from charities that support activity for people with disabilities, we raised €38,500 for six local charities by rolling along and clocking up 8,696km.



## Mandela Month

Our colleagues in Africa like to rise to a challenge! This year, a massive 1,065 volunteering days were recorded during Mandela Month – the largest ever month in Sage Foundation's history. From inspiring young girls to pursue a future in technology via the First Lego League, to 500 colleagues 'running for a reason' to raise money for hygiene packs to keep girls in school, Mandela Month had it all!



## 3 Peaks Australia

Australian colleagues, along with Sage Foundation EVP, Debbie Wall, took to the top of not one, but three mountains in three states, in 33 hours, to launch the new \$2 million by 2022 challenge. Endurance and determination were required from the 16 colleagues who raised over AU\$30,000 to help at-risk youth achieve their potential with charity partner Whitelion.

# Inspiring Youth, Empowering Women and Serving Heroes: Stories of Sage Foundation's pillars in action

## Sage Inspiring Youth – Empreendescola

The partnership between Sage and Brazilian charity, Empreendescola, is the perfect example of how we can inspire young people to believe that they have the opportunity to be successful, regardless of their circumstances.

Empreendescola helps some of the most disadvantaged young people in Brazil. Its flagship programs focus on empowering young people with leadership and work-readiness skills that allow the students to imagine futures they did not think were possible.

Throughout 2019, more than 40 Sage colleagues supported these programs. They volunteered as program mentors, teachers and role models, and shared their own real-life experiences with the students. Through building relationships based on trust and respect, the students really began to consider what was possible for their futures.

Classes for the programs were hosted at the young people's school and at the Sage Americana office. This was the first time many of these young people had experienced a corporate environment. The students benefited significantly from getting a new perspective and learning about different roles and career opportunities that could lie ahead, inspiring them to a brighter future.

"It was such a great experience to have Sage Foundation as a partner. The commitment of all volunteers made the difference in the project. The availability of the team helped us to reach our mission: to help teenagers to achieve their dreams. It was an honour for us."

**Wellington Silva, Co-Founder, Empreendescola**



## Sage Empowering Women – Geicam activities in Southern Europe

To celebrate International Women's Day in March, 250 colleagues from across Spain, Portugal and Morocco came together to raise funds to empower women affected by breast cancer. In a unique collaboration with the beneficiaries of two charities, Fundación Aldaba and Geicam, our colleagues produced an amazing 5,000 ribbons, 15,000 bracelets and 2,000 soaps in a month-long volunteering marathon!

Young people with intellectual disabilities from Fundación Aldaba joined in with the fun. The final items were created by Amanda Cusdin, Chief People Officer, before they were donated to Geicam, where they have been sold to raise €15,000 for the charity's research and support programs.

"We would like to thank Sage Foundation for their contribution by making ribbons and bracelets symbolising the fight against breast cancer. Through their collaborative volunteer challenge celebrating International Women's Day, we have vital funds for our continued research efforts."

**Raquel Díaz Hurtado, Fundraising Coordinator, Geicam Foundation**



## Hire Heroes USA

Sage Foundation's Sage Serving Heroes program is dedicated to education to increase outcomes for Veteran Hiring Programs.

In February 2019, Sage worked with Hire Heroes USA to design and deliver a two-part training session in Lawrenceville, with 18 Sage leaders and 11 military veteran attendees. We first worked with internal hiring managers to educate them on the importance of hiring military veterans and to help them understand their backgrounds and transferable skills. We also helped military veterans prepare for the civilian workforce through practice panels with Sage leaders, office tours, and mock interviews.

Most importantly, the Sage leaders and military veterans experienced an interactive event, which included time for networking. Post-event, several attendees contacted the Talent Acquisition team and two military veterans were hired into the Sage US workforce. Every attendee, Sage leader, and military veteran reported the positive impact of this day.

"Sage understands the value of veterans and military spouses in business. This was apparent during the event they hosted to break down barriers between the civilian workforce and transitioning service members. One veteran remarked, 'Sage is making a conscious effort to educate itself on the skills that a veteran can provide and allowing veterans to see first-hand what Sage offers.'"

**Jamie Rimphanli, Employer Relations Specialist, Hire Heroes USA**



# Invictus Games: Sydney, Australia

Sage enjoyed an incredible Invictus Games Sydney 2018. It was a week of inspirational moments and an opportunity to form new friendships in eight days, creating memories to last a lifetime for everyone involved.

The Invictus Games Sydney 2018 hosted 491 competitors from 18 nations, who were supported by over 1,000 family and friends. They were watched and cheered on by 105,000 supporters attending the competition across 13 different sporting disciplines.

Sage provided 45 volunteers, including 38 volunteers from Sage Australia, one of our business partners, and two customers.

The Sage Wall had over 5,000 messages of support to encourage and acknowledge the Invictus heroes, including messages from many of our Sage global offices. Our Invictus campaign helped drive approximately 64,000 organic video views of our Invictus Games content, 5.6 million social impressions, and almost 2,000 'mentions' on Facebook and Twitter.



**491**

competitors



**18**

nations



**1,000**

family and friends



**13**

sporting disciplines



**105,000**

supporters



**45**

Sage volunteers



**5,000**

Sage Wall messages of support



**64,000**

organic video views



**5.6 million**

social impressions



**2,000**

Facebook and Twitter 'mentions'



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# Engaging with our Partners and Customers through the \$2 million by 2022 challenge

## London to Paris Sage Life Cycle, 25-27 July 2019

A cohort of 32 incredible riders from Ireland, France and the UK endured searing heat and rain, cycling at up to 30 kilometres an hour. They were supported by the Sage Foundation team, including SMT colleagues who raised funds through competitions and a charity auction, all to raise over \$85,000 for charities across the UK, Ireland, France and Spain.

The cycling team was led by Loic Dinard, Vice President Sales, Customer for Life, France, and Sabby Gill, our UKI MD, and joined by nine riders from five Sage Partners: Datel, Prophix, Sicon, Pinnacle, and Tugela. They joined riders from accountancy partner KPMG; from customers MDU Services and Sherborne Windows, and a cyclist from our charity partner Family Gateway.

## Asia Partner Summit – Rise Against Hunger

One-hundred partners and colleagues at the November Asia Partner Summit packed 30,000 meals for Rise Against Hunger. The meals were distributed to the disaster area of Palu Island in Sulawesi, Indonesia, providing an excellent opportunity for us to work together and assist the local community in a time of need.

## Dubai fundraising run

Our partners took to the roads of Dubai to kick off the second day of the Sage Enterprise Management Partner Summit. Over 120 partners and colleagues ran a 5km route around the city, taking in the sights as they raised \$7,000 for global charity partner Junior Achievement, which prepares young people for employment and entrepreneurship through experiential learning in financial literacy, work readiness, and entrepreneurship.

## Volunteering with our global alliance partner Salesforce

The day before the Salesforce Global Summit in Atlanta, 50 colleagues from Salesforce and Sage joined forces to impact the local community. Urban Fresh Garden is a grassroots organisation that uses healthy food and urban agriculture to create a more resilient and powerful Westside of Atlanta. The volunteers worked hard to build a new brick wall, assist with gardening maintenance and transform the shed. The garden manager gratefully told the attendees that the projects they completed would have taken over a year for the organisation to complete. What an impact!



# Technology as an enabler to grow non-profits

Providing non-profits with the technology and expertise they need to succeed.

We continued to expand Sage Foundation's Product Program in 2019 by establishing the Sage People non-profit offer and supporting more organisations than ever before with donations of Sage Accounting. Our efforts have been focused on preparing to scale the program further and building non-profit functionality into our product offering, so that we can add more value for the organisations that we support now and in the future.



Our ambitious plans for Sage Foundation's Product Program in 2020 will see us continue to empower and transform non-profits across the world by providing them with the products, resources and expertise they need to succeed.

Streamlining the program by transitioning our offers to a new discount model will send a consistent message across the world about our commitment to helping non-profits. By doing this, we can focus on delivering elements of value that matter most to local communities in all regions.

We will be adding Sage Intacct offers for Australia and the UK, as well as product and financial literacy support created specifically for non-profits, and a community where they can grow and thrive – all aimed at creating a fantastic experience for non-profits at every step of their journey with us.



“To have accurate and transparent finances is vitally important to us. This ensures that every rand received from our donors can go towards providing top-quality Early Childhood Education for under-resourced children in our community. **Thank you so much for the product donation, Sage Foundation.**”

– Kerry and the iThemba team

# Celebrating Success: Awards and recognition

Sage Foundation has received a number of awards in recognition of its contribution to local communities, ranging from technology and innovation, to volunteering and colleague engagement.

Under the signature program Sage Serving Heroes, we received the Armed Forces Covenant-Employer Recognition Scheme Gold Award for demonstrating continued support to the military community in the UK, along with a Stevie Award for the Invictus Games; both where we were recognised for our innovative approach in sponsorship.

Through the Sage Empowering Women program, we were recognised for the work we have done on rAlnbow. rAlnbow received a Silver Stevie in the CSR category, where our launch campaign demonstrated excellence in corporate social responsibility. rAlnbow also went on to receive a Sabre PR Award, a UNESCO Netexplo Award, and the Hague Institute for Innovating Law (Hiil) Award in South Africa.

Sage Foundation also received awards for our volunteer program and in Atlanta our colleagues were recognised for fundraising and volunteering with local charity partner Helping Mamas. Sage Foundation also received the Corporate Volunteer Council's IMPACT Award for being the best corporate volunteer program in the Atlanta area in FY19 (for companies with <1,000 Atlanta area employees), along with The NewB Benevity Award for Most Innovative Approach to volunteering.

These awards are all testament to the impact Sage Foundation makes through innovation and colleagues.



ACCELERATED BY:



# sage

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