



sage Foundation

# Impact Report 2018

Business serving communities.

# Contents

03 View from our executive sponsor

---

04 More ways to make a difference

---

05 Why do we take action?

---

07 A Snapshot of our success

---

08 Sage Inspiring Youth

---

09 Sage Empowering Women

---

10 Sage Serving Heroes

---

11 Supporting start-up non-profits through our grants programs

---

13 Time to do more good

---

14 Sage Foundation's \$1 Million Challenge

---

15 Technology as an enabler to grow non-profits

---

# SAGE SERVING OUR COMMUNITIES

By working together to deliver real change, we're building a workforce that is fit for tomorrow. Our mission is to provide more routes into education, work, and entrepreneurship for young people, women, and military veterans. This year we've seen an increase in the number of grants we have given away, and more importantly, the time our colleagues have spent uplifting local communities. We have developed a culture of giving back our time, skills, and technology amongst our colleagues and within the Sage ecosystem of partners, customers, and our wider community.

Through our 2+2+2 model, we make 2% of colleague time available for volunteering (five days per colleague), we aim to give up to 2% of our free cash flow, and donate up to two product licenses. **By working together, we can transform even more lives around the world.**

# View from our executive sponsor

## **Sage Foundation is central to all that we do at Sage and our belief in corporate philanthropy and the positive role we can take in helping our local communities.**

That's why since 2015, we've grown and nurtured our philanthropy initiative, Sage Foundation. As CEO of Sage I am committed to ensuring Sage Foundation continues to make a positive impact to those less advantaged in society as well as being a critical input to the Sage culture of collaboration, honesty, and respect.

## **Sage has 13,000 colleagues around the world and what unites them is they care—about our customers, about each other, about Sage, and fundamentally about their own communities.**

I have really enjoyed volunteering alongside colleagues this year and seeing first-hand the impact that they have in projects, specifically the pride they have in really driving a positive impact. I would like to thank our colleagues for their hard work, support, and dedication to Sage Foundation and our charity partners.

Colleagues volunteered a total of 24,084 days in 2018 and the activities ranged from working in a food bank in London and playing sports with

people with disabilities in Singapore, to volunteering at the Invictus Games in Sydney. Colleagues at every level of Sage are encouraged to take part in Sage Foundation activities and this year was no exception—with colleagues from board-level through to our apprentices volunteering in 2018. No matter where our colleagues live, what their roles are or personal passions—they have the opportunity to be part of something inspiring, rewarding, and most importantly, meaningful to those they support.

My own personal fundraising mission supporting CVYP took me to the Reading Half Marathon this year. I followed my training schedule and was ready for the challenge in February but unfortunately due to heavy snow, the marathon was called off.

Not one to walk away from a challenge and having already raised money for CVYP, it was important to me that I completed a half marathon and so, on a sunny day in May, the Sage \$1 Million Challenge running team completed the Hackney Half Marathon. What stood out above all was the team of colleagues that took part—supporting each other to the finish line, being cheered on by friends and family, raising money for each of the causes they are dedicated to and leaving a lasting impression on each one.

I'm a firm believer in the power of volunteering as a conduit to bring people together. In 2018, colleagues held many Foundation days. One that I really enjoyed was spent with my leadership team at a local London charity Circle Collective—an organisation that helps unemployed youth. The team and I unlocked our DIY skills and revamped their open area and communal space. The Sage Board followed suit and rolled up their sleeves, delivering essential maintenance work at the charity's premises. These activities not only benefited Circle Collective but also encouraged team building as those involved really worked together to achieve a common outcome. I really do believe that volunteering is the cornerstone to building a culture within our business and our team day out is just one of many Sage-wide examples of this.

Sage Foundation is at the heart of how we do business and I am truly proud of all that we have achieved in 2018. Sage Foundation is starting to make a real difference in our communities and I am committed to leveraging this success further in 2019.

### **Steve Hare**

Sage CEO

Sage Foundation executive sponsor



# More ways to make a difference

**2018 was our third year of doing good in our community. As each year passes, we're finding our niche and growing up a little bit more.**

Our grants program has become more refined with a strong focus on our three key signature programs—Sage Empowering Women, Sage Inspiring Youth, and Sage Serving Heroes. In total, this year we have supported 162 organizations globally. This is a significant increase across our signature programs and an overall increase in the number of grants awarded this year versus last year.

To continue on this trajectory of growth and impact, we have become more streamlined in the way we deliver on our 2+2+2 model. We've introduced new innovative ways to ensure that more colleagues are able to use their volunteering days where their friends and family are included. We're also encouraging customers and partners to become more engaged with Sage Foundation and we've had some fantastic examples of partners getting out there and making a difference.

A fabulous example of partner collaboration was the Thrive community garden project in the UK which saw 14 Sage partners working with members of their local community on a volunteering day. We've also enjoyed spending time with our partners at fun runs and quiz nights, all in an effort to raise money towards the \$1 Million Challenge.



In 2017 I was in South Africa for an event where we presented a research study around women and entrepreneurship. After the event, a few of the team went for lunch. The topic of domestic violence and femicide came up at the table amongst the five women that were at the lunch. I was shocked and saddened at the matter-of-factness of the conversation when it came to citing cases where friends and family were affected by domestic violence. This made me even more determined to support the project, and to use what Sage has access to—GREAT technologists—to develop a smart companion using AI to help women.

One of my proudest moments this year included the rAlnbow project in South Africa—rAlnbow is a smart companion that uses AI to assist women in situations of domestic violence. The Sage Serving Heroes project was also established in all four military markets—USA, Canada, UK, and Australia. Sage Foundation is helping veterans to establish their own businesses in those markets.

What does the future hold? In FY19 we have an important role to play in continuing to lead from the front in colleague, customer, and partner engagement and to build a strong culture of fun, innovation, and giving back within Sage.

We will continue to be the heartbeat of the business and will continue to drive the message that the biggest beneficiary when it comes to giving back, is you.

**Debbie Wall**  
Vice President  
Sage Foundation



# Why do we take action?

We must take action to increase career opportunities for young people, women, and military veterans and to drive innovation and use technology as an enabler to support more social justice projects. We will do this by enhancing access to education, workforce development, and exposure to entrepreneurship.

This year, **Sage Foundation has aligned our strategic objectives with six out of the seventeen United Nations Sustainable Development in line with our signature programs.** We are working towards quality education for all, gender equality, decent work opportunities, economic growth, innovation, and meaningful partnerships to achieve these goals.

## 3x

Youths are three times more likely to be unemployed than adults with the global unemployment rate rising from last year to **13 percent.**

## 250,000

In the USA alone, approximately **250,000** service members transition out of the military each year. Without effective transition assistance, many will join the ranks of more than **370,000** unemployed veterans.

## 89%

In 2017 the global unemployment rate stood at **5.6%** and gender inequality remains prevalent with **89%** of countries reporting higher hourly wages for men than women—with a median pay gap of **12.5%**.

### Our model powers three ways in which we take action:

1. Transforming non-profits with Sage Business Cloud software.
2. Connecting with our communities through grants, volunteering and fundraising.
3. Investing in innovative and critical research for good that enables social change through projects such as Future Makers, rAIInbow, and A Place to Call Home.



**"I am so happy to be a Sage Foundation Ambassador. Not only because this is a noble cause, but also because it's a wonderful opportunity to meet phenomenal colleagues, get inspired by their great ideas, spend time together doing good. I would never be able to experience such precious moments if it wasn't for being part of Sage Foundation."**

Katarzyna Krata,  
People Team, Warsaw Office





## Young People

**“Sage Foundation’s generous contribution enabled PowerMyLearning to continue to close the digital divide with underserved communities in Atlanta. With Sage Foundation’s support, PowerMyLearning focused on bridging the digital divide with education on low-cost internet options, tips on how to stay safe online, and an introduction to our platform PowerMyLearning Connect. We also ensured individualized attention to students and families during workshops with the help of Sage Foundation volunteers.”**

PowerMyLearning, North America



## Women and Girls

**“We used Sage Foundation’s funding to set up a girls empowerment hub in Dalemo, Nigeria. The grant assisted with the procurement of vocational equipment including computers. The hub provides a safe working environment, resources, and ICT training workshops which help young women contribute to the country’s economy. Our objective is to ensure that women and girls are educated and can advance their rights in Nigeria.”**

Blessing Michael, President, African Girls Empowerment Network



## Military Veterans

**“Walking with the Wounded is incredibly grateful for the support of Sage Foundation who awarded the charity £5,000 in 2017. The funding will enable military veterans in Manchester to access employment support through our First Steps Programme, which provides enhanced training and vocational skills to support the journey for veterans into employment after leaving the armed forces.”**

Gary Lamb, Associate Director & North West Regional Lead, Walking with the Wounded



# FY18 in numbers



103,000

the number of kilometers colleagues, partners and customers ran, cycled and climbed in an effort to raise funds for the **\$1 million challenge**



\$578,000

raised towards the \$1 million challenge in FY18



16

countries awarded grants in FY18



162

grants awarded in FY18



17

countries held Sage Foundation \$1million challenge events



27%

the increase in products donated to NPOs in FY18



24,084

volunteer days performed in FY18



£2,800,000

the investment value of colleague volunteer time in FY18



304

number of Sage Foundation Ambassadors worldwide





# Sage Inspiring Youth

Sage Foundation's signature youth program aims to inspire young people to access education, make healthy transitions from school to job readiness, and motivate them to explore a future in entrepreneurship. In addition, we have successfully partnered with non-profits across the globe to inspire young people to explore artificial intelligence in both education and career through our Future Makers Lab.

## A Place to Call Home

In September 2017 we launched our research report into youth homelessness in the northeast of England: 'A Place to Call Home'. Youth homelessness in Newcastle upon Tyne, Sage's birthplace, is at staggering proportions and Sage Foundation focused on identifying the root causes of the challenges facing local young people.

Thanks to partnerships with Grenfell Housing Association and Your Homes Newcastle we worked with 10 young people aged between 17 and 23 to tell their story and document their experiences. We have recently partnered with non-profit partner Family Gateway, to deliver better mediation, family support, and life-skill development.

The program will run until the Spring 2019 when we will share our evaluation and evidence with Newcastle City Council and the wider corporate community. Sage Foundation's goal is to not only increase awareness in order to address the challenges of homeless youth, but to invest in programs that will change the course of young lives in the area.

## Future Makers Lab

In April 2018 we launched Future Makers Lab in the UK. We want to lead the way in narrowing the skills gap by supporting and encouraging young people through our program. The vision is to showcase artificial intelligence to 150 young people in the UK in each of our regions, giving them access to a fun and inspirational workshop. The split between the learners is 50% girls and 50% boys. **Women, people from ethnic minorities, and disadvantaged groups are consistently underrepresented in the digital and tech economy.**

## The Future

We are working with leaders in the AI industry and the UK Government to identify how this can be scaled so AI can be accessible to all. The model will be delivered in five other Sage global regions in 2019, with a wide-scale evaluation to evidence the impact on the young people that attend.

**"It's not just about the money, it's also about the resource. Having extra people to help with tasks we cannot do. Sage Foundation have also made us part of their network. They have given us the opportunity to add our voice and opinion to the challenges being faced by charities and young people by speaking at their Localgiving report launch."**

Turly Humphreys, CEO, Circle Collective, UK





# Sage Empowering Women

## rAlnbow

In late 2017 Sage Foundation partnered with AI for Good and Soul City Institute to launch rAlnbow, an artificial intelligence (AI) powered smart companion to support victims of domestic violence. Funded by Sage Foundation, rAlnbow aims to democratise access to information and support for victims of intimate partner violence (commonly referred to as domestic violence), as well as their friends and family.

The smart companion was developed following research and focus groups conducted by Soul City where they sought to understand how victims and survivors seek and access help. rAlnbow was developed on the Facebook Messenger platform, and provides a safe space where victims of domestic violence can access information about their rights, support options, and where they can find help.

## Pathways Program

Sage Foundation is excited to continue building out the pilot of our signature Pathways program in conjunction with Brightworks Consultancy. Pathways is a unique employment program currently developing in our local Newcastle upon Tyne office. The goal of the program is to design multiple pathways for women to access employment. Sage will provide an internal pathway for employment to local women with an interest in working for Sage. In addition, Sage will create a software training program, where interested women can train on Sage software and then be placed within a customer or partner business.

The Pathways Program is designed to accommodate the needs of women as they return to the workforce after time off or for those who are transitioning in their careers. The program is designed to be flexible, offer retraining as needed, and utilize the vast network of supportive customers and partners who value diversity and inclusion.

## Our future plans

rAlnbow was developed in conjunction with leading AI expert Kriti Sharma and aims to help women access information and document evidence of abuse in a safe and discreet manner. The pilot phase has been launched in South Africa with other countries such as India, Brazil, and the UK being scoped for future roll out plans.

The goal of the Pathways Program is to integrate fully into the business so that Sage becomes a workplace known for supporting women, diversity, and inclusion. The program has been designed so that it can be adapted for young people and military veterans and this will also be in our plans.





# Sage Serving Heroes

In the span of just this year, Sage Foundation has seen great success in supporting veterans across the globe. We have now established programs that help veterans' transition to civilian employment by not only working within Sage, but to build a network amongst our customers and partners to increase veteran employment rates. Through this work we have also recognised that ex-military personnel make amazing business builders and entrepreneurs and we have started to build programs in North America, the UK and Australia that work with veterans to help them set up and become successful business owners.

## AWS re:Start Program

In the UK the Sage Military Mentoring Program continues to support veterans transitioning into civilian life through the AWS re:Start Program and this year Sage Foundation became a partner of X-Forces—a community interest organization who provide business advice and seed loans to ex-military start-ups. Sage is working with them to support more veterans' start-up and scale-up businesses. Sage also signed the UK Armed Forces Covenant and were the first company to ever be honoured with the Gold Award under the Employer Recognition Scheme in the first year of membership of the covenant.

## Hire Heroes USA

In North America we continued to work with Hire Heroes USA to provide essential career guidance to military veterans, as well as supporting the employer veteran hiring program that provides human resource staff with the skills and training required to successfully hire veterans transitioning into a civilian career. Canada saw the launch of a veteran entrepreneur

support program with the Prince's Charity, another great initiative that supports veterans to successfully become entrepreneurs and business builders across Canada.

## Invictus Games Sydney 2018

This year in Australia, Sage once again supported the Invictus Games Sydney 2018 and created a legacy program with two charities—Prince's Trust and Soldier On. Both programs are supporting veterans with career guidance, employment, and mentoring—but will lead on creating the veteran business builders of tomorrow and provide training and Sage Business Cloud Software from the start of their entrepreneurial journey. A full report on Invictus 2018 will form part of the FY19 Sage Foundation Impact Report.

## Our future plans

Sage Foundation will continue to build upon the Sage Serving Heroes program where supporting our veteran communities is a key part of our strategy. In partnership with Peter Jones Foundation, we will also deliver a Military Tycoon Pilot Program with the aim of introducing young ex-military personnel to the prospect of becoming entrepreneurs. This group of leavers often find it incredibly difficult to transition into a civilian career and when complete, will break new ground in military transition.

**“Sage Foundation has shown time and again its continued support for Hire Heroes USA’s efforts to provide essential career guidance to military veterans at no cost to the client. Sage Foundation connects Sage employees with our volunteer opportunities, demonstrating their level of care and commitment to the grantee.”**

Christopher Plamp, CEO, Hire Heroes USA, United States



# Supporting start-up non-profits through our grants programs

**Our model drives our commitment to working with grassroots non-profits around the world. This year saw 162 grants delivered across 16 countries.**

## Executive Grants

Executive Grants: Executive Grants are awarded on a quarterly basis and by invitation only. Our approach means we're able to establish and develop long-term partnerships with non-profits that can deliver impact aligned to our signature programs. Potential organisations are nominated by members of the Sage Foundation Team or Sage Executive Committee members.

### Number of non-profit partners benefited

26 grants were awarded in 6 countries. 7 women and girls, 17 youth, and 2 military non-profit partners.

## Program Grants

Program Grants: Awarded by invitation only on a quarterly basis, these grants allow us to support smaller projects that are in desperate need of funding. The Sage Foundation Team and Sage Foundation Ambassadors submit applications. They are presented to a panel and reviewed against criteria to ensure eligibility.

### Number of non-profit partners benefited

84 grants were awarded in 16 countries. 17 women and girls, 61 youth, and 6 military non-profit partners.



## Enterprise Fund

Enterprise Fund: Sage Foundation is committed to helping small, frontline organizations through the Enterprise Fund and only non-profits with an income of less than \$2M per annum are eligible to apply. We are especially keen to support organizations that have ambitions to expand, grow, and deliver sustainable change to women, young people, and military veterans.

### Number of non-profit partners benefited:

40 grants were awarded in 12 countries. 7 women and girls, 30 youth, and 3 military non-profit partners.

### Big Give donation campaign

In FY18 Sage Foundation made donations to organisations through the 'Big Give' and 'Big Give Live' activations. At Sage business events such as Sage Sessions, Sage Enterprise Partner Summits, and trade fairs such as The Tax Indaba, we ran interactive pitch competitions where partners and customers could vote to support non-profit organisations.

**"Middle-aged women with intellectual challenges have great difficulty accessing the labour market. In this case, age is added to the lack of skills training. Sage Foundation's grant meant that we could not only offer training to this group of adult women, but help young girls to grow their skillset, improve their self-esteem, and increase their options for success."**

Paula de la Rocha, Director of Fundaciòn Alas, Spain



# Time to do more good

Through various internal communications campaigns to colleagues, we have increased the overall number of volunteer days taken from **22,859 to 24,084** in FY18. In FY19 our goal is to increase our volunteer days by 24% and to achieve **30,000 volunteer days**.

## The shining stars of Sage Foundation

Sage Foundation has a network of over 300 ambassadors across the business and they are the shining stars within Sage that give of their time selflessly, often outside of working hours, to make things happen. From leading a small team event, to planning and leading volunteer activations for over 100 people at a time, they are the ones that make the magic.

- By the end of FY18 our colleagues delivered **24,084 days** of volunteering
- In FY18 the value of our colleague volunteering was equivalent to an investment of over **£2.8 million** to our communities around the world
- Our Sage Foundation Ambassador network of colleagues increased from 80 people in FY17 to over 300 Ambassadors in FY18

## Our wider community

The past year has seen an increase in the inclusion of Sage business partners, customers, and accountants in our volunteer activations. A highlight of this was during Mandela Month when a group of 60 Sage Foundation volunteers partnered with 40 people from a Sage Enterprise customer to deliver an education-based activation at a school in an underserved community.

**“I started out volunteering for PIP using my volunteering days but have since strengthened my relationship with PIP by becoming a trustee, which has been a real privilege. As a trustee I am responsible for helping to steer PIP’s mission - to ensure that it is appropriately positioned not only to meet the evolving needs of the people it helps, but also can continue as a sustainable business.”**

Dan Wakerley, Commercial Director, Partners and Alliances, London Bridge



# Sage Foundation's \$1 Million Challenge

**Sage Foundation's \$1 Million Challenge raised in excess of \$275,000 in FY17 and in FY18 we raised \$578,000 across 17 countries. Since the start of the \$1 Million fundraising challenge, Sage colleagues, partners, customers and accountants have run, cycled, paddled and climbed over 103,000 kilometres to raise funds for various charities and causes they care about.**

## Climb every mountain

In Australia the Three Peaks Challenge was the first ever fundraising challenge which brought together colleagues from each of our offices across Australia. They raised close to \$20,000 AUD and the activation served as a great example of building a culture within Sage—the team of 10 people on the challenge formed friendships that have continued well beyond the event itself.

## Fitness for fundraising

A number of regions hosted various sporting and wellness events to try and raise funds towards the \$1 Million challenge. The Sage Life Cycle saw 20 colleagues from the Sage Winner's and London offices undertake a 5-day bike ride from London to Newcastle which raised £17,460 for charity. This was a colleague-led initiative and en route the cyclists visited a number of Sage customers and business partners.

## Running for a reason

FY18 saw a team of enthusiastic runners sign up for the Reading Half Marathon. Although the marathon was snowed out, this initiative played an integral role in fundraising for the \$1 Million Challenge. Instead, many of the runners took part in the Hackney Half Marathon in the UK. The team included 15 Sage colleagues that took part in a 21km run. Joined by UK charities Back Up Trust and PIP, together they raised £26,318.

In South Africa, Sage Foundation were the headline fundraising partner in a running event and in collaboration with a local community-based radio station, staged a running event for 4,000 athletes and raised \$12,000 that went towards a computer lab at a local underserved school. The Make Your Mark run held at Newcastle in September 2018 saw 317 colleagues, customers, and partners, 56 children, and 12 dogs take to the roads of North Park to run for a reason. It was a great day out with 7 local non-profits benefiting from the proceeds of the run.



**"It always seems impossible until it is done."**

Nelson Mandela



# Technology as an enabler to grow non-profits

**During 2018 we expanded Sage Foundation's product donation program by introducing Sage People and Sage Intacct to our product portfolio. We also delivered significant functionality enhancements to the Sage Financials non-profit template for organisations in the UK and US, and we launched the non-profit template in Australia and South Africa.**

With solid progress made on product functionality and the expansion of Sage Foundation's offering, we saw great momentum throughout the year and were delighted to support many more non-profits with donated licenses of Sage Business Cloud products in 2018, than we did in 2017.

424 non-profit partners received product donation, up from 335 partners in FY17	→ ↑ 27%
636 product licenses were donated to non-profits, up from 574 in 2017	→ ↑ 11%
524 Sage Business Cloud Accounting licenses were donated to non-profits, up from 179 in 2017	→ ↑ 193%

We will continue to grow the software donation program in 2019, with the aim of supporting as many non-profits as possible with Sage Business Cloud products that will help NPOs run their operations more efficiently, and free up vital time that can be spent delivering their mission.

**“Without Sage Foundation, we wouldn't have been able to track our finances and manage our human resources in real time. We are virtually paperless and can work remotely because everything is based in the cloud. The donated licenses of Sage Business Cloud Accounting and Payroll have halved the amount of time we spend on administration; this time-saving and efficiency has meant more time is dedicated to delivering our programs and interacting with our beneficiaries.”**

Rethabile Mashale Sonibare,  
Founder/Director, Thope Foundation





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