



# “MyData”

## A web-enabled corporate community contributions data management and reporting system

**MyData** has been developed for companies who use the LBG (London Benchmarking Group) framework for measuring and managing their community contributions. It uses the LBG categories of cash, time, in-kind and management costs as inputs, and is a simple yet sophisticated tool for LBG member companies to use.

### What is *MyData*?

**MyData** is a highly secure, web-based system for capturing a company's community contributions so that companies can:

- Record their community contributions on-line from any location at any time
- Produce tailored management reports on their contributions
- Undertake sophisticated analysis of their community contributions by business unit, by region, by country, within country, by four levels of program categories
- Web-enable their LBG data capture and analysis
- Distinguish between **LBG** and **non LBG** sponsorship and community spend
- Reporting in multiple currencies

The data entered through the secured section of the LBG Australia / New Zealand website can be used for LBG annual returns and also for producing regular, sophisticated, in-house management reports.

**MyData** can also be configured and used to report on **non LBG data**, making it particularly useful to companies who wish to measure, manage and report their total sponsorship and community contributions spend as well as their LBG community contributions spend.

### What are the main features of *MyData*?

**MyData** provides users with a single, secure, web-enabled point of data entry for their corporate community investment (CCI) and sponsorship activities.

**MyData** flexibility allows companies to

- “Grade<sup>1</sup>” user level access and functionality
- Customise data entry
- Specify reporting by program / region / country / locality / business unit / currency
- Decide when they wish to transfer their data to the annual LBG benchmarking data return
- Export all data to Excel to allow for in-house circulation
- Report in multiple currencies (where applicable)

### What reporting features are available in *MyData*?

**MyData's** extensive management reporting features including analysis of contributions by:

- LBG and Non LBG contributions
- Multiple country currencies with capacity to specify reporting currencies
- Program categories (up to four levels)
- Community organisation benefiting
- Geography (Region, Country, State and locality)

<sup>1</sup> Community Investment Managers can determine the level of user functionality they want to provide to users of the system

- Type and motivation for contribution
- Focus areas of contribution
- LBG Benchmarked reporting categories
- Multiple criteria selection for each field for reporting purposes

With **MyData** companies can enter, edit and review their community contributions continuously throughout the year and then submit their accumulated contributions and CCI activities automatically for their LBG Annual Return.<sup>2</sup>

**MyData** can communicate with existing manual or on-line data capture systems and import data from preformatted excel files<sup>3</sup>.

### Who would benefit from this system?

- Corporate affairs / community relations / community involvement / community investment / marketing sponsorship / company foundation professionals who want to measure and manage their community contributions
- Global companies whose community programs cover multiple regions, countries and currencies
- Large companies where there are multiple locations / business units making community contributions

### How much does it cost?

**MyData** is available for a one-off establishment fee of A\$8,000 + an ongoing annual hosting / maintenance / support fee of A\$1,500. The establishment fee covers the initial setup and customisation of **MyData** for your company's specific requirements.

Licences for additional regions can be negotiated, and will depend on the number of licences required and the geographical spread of sites.

### How can I find out more about **MyData**?

To register your interest in learning more about **MyData**, or to arrange a demonstration, please contact:

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<sup>2</sup> Please note that total LBG data for benchmarking outside LBG Australia / New Zealand will need to be manually entered into the relevant LBG country benchmark system.

<sup>3</sup> Positive Outcomes provides up to two import functions p.a. to be created from template Excel files. This enables existing data to be pre-validated and formatted, with **MyData** performing duplicate entry check on records based on unique ID# provided in the import file