

Value Proposition for Business Sponsors

Camcare is a not-for-profit community agency focused on the City of Boroondara, with some services provided to residents of Whitehorse and Monash.

Camcare's Mission is to be committed to social justice, building individual and community well-being through advocacy and the provision of individualised services for people facing adversity.

Please see the attached brochure (Supporting Community) which outlines the issues faced by those who seek Camcare's services and the ways Camcare makes a positive difference.

Camcare started in Camberwell delivering counselling and financial information and advocacy in 1976. While Camcare receives recurrent funding for some programs from three tiers of Government, we rely on donations and fundraising activities to deliver a wide range of services responsive to needs in the community.

These services include:

- *Personal and family counselling*
- *Integrated family services (in homes)*
- *Emergency relief*
- *Parenting education groups*
- *Information and referral*

WHY SHOULD YOUR ORGANISATION SUPPORT CAMCARE?

Enhance your Reputation as a supporter of your local community (ie, the community in which you operate.)

By developing a partnership with a highly locally recognised and valued organisation providing community services to local people in need, you demonstrate that you, or your organisation, strongly support the local community.

Provide opportunities for You/Your Staff to make an In-Kind contribution

There are also opportunities for individuals and sponsor organisations' staff to support Camcare and contribute to the well-being of those less fortunate in the local community by undertaking practical projects and tasks.

Receive public recognition for Donation/Sponsorship

Obtain recognition citing your name/organisation and contribution on our website; in our publications - internal and external newsletters and our Annual Report.

Have access to co-branding on our website, brochures and other publications widely distributed throughout the community, including medical practices, local government offices, municipal libraries, other service sites.

Build Awareness and Positive Attitude towards your business.

Sponsors of fundraising events can also have co-branding on billboards, programs and other materials associated with the event. An opportunity to introduce you and your organisation as a sponsor at key events, e.g. speak to the audience, or display a banner, table exhibiting you information/products.

Camcare's supporters, volunteers and staff are potential customers, particularly if they understand that your business supports Camcare or a percentage of sales will go to Camcare.

HOW CAN YOUR ORGANISATION SUPPORT CAMCARE?

There are many ways to engage, including:

- **Volunteer** - Provide volunteers to help raise funds and public profile
- **Donate** - Donate money or other resources to assist Camcare deliver its mission
- **Workplace giving** - Offer your staff the chance to join an automated payroll deduction scheme for individual tax-deductible donations
- **“In-kind”** - Provide “in-kind” assistance to Camcare to help perform its many corporate functions
- **Sponsorship** - Sponsor an event or program being run by Camcare by assisting with cost or resourcing.
- **Events** - Run an event that promotes Camcare and raises funds to support or expand services
- **Raise awareness** - Help promote awareness of Camcare’s mission and profile by subsidising printing or assisting with distribution of brochures and other educative materials.

LEVELS OF CORPORATE SPONSORSHIP

There are currently three levels of Corporate Sponsorship:

1. Platinum Corporate Sponsor

- This level will recognise a minimum annual financial or in-kind donation level of \$10,000 or more
- Financial donations will generally be included as consolidated revenue for Camcare, but there could be some sub-allocation of funds to specific projects.
- Platinum sponsors will in return, receive priority promotion and exposure amongst Camcare’s stakeholders and the general public in Camcare promotional materials.

2. Gold Corporate Sponsor

- This level will recognise a minimum annual financial or in-kind donation level of between \$5,000 to \$10,000.
- Gold sponsors will receive a commensurate level of promotion and exposure.

3. Corporate Sponsor

- This level will recognise a serial annual financial or in-kind donation associated with an individual specific project or initiative, for which the sponsor will receive recognition and benefits appropriate to the circumstance.

Sponsorship and other avenues for supporting Camcare provide valuable opportunities to promote your business/ organisation as a responsible corporate citizen; supporting your local community whilst enhancing your reputation.

FOR FURTHER INFORMATION;

For further information and to discuss how you can partner with Camcare, please contact our CEO, Jane Broadhead on (03) 9831-1900, request a copy of our Annual Report and refer to our website at www.camcare.org.au

Ratified 18 February 2013