

Corporate Charity Partnerships



childhood cancer
charity partner

Why does the Childhood Cancer Association need corporate support?

A child's cancer diagnosis is devastating news for everyone. Last year...

60

children newly diagnosed with cancer were referred to the Childhood Cancer Association

10

children relapsed

10

children sadly lost their battle to cancer

400+

families provided with ongoing support

With **no ongoing State or Federal funding**, we are reliant on support from businesses like yours to raise enough funds to deliver our services. **To do this we must fundraise \$1.7 million each year.**

The benefits of a partnership

- ✓ Boost brand value
- ✓ Deliver Corporate Social Responsibility
- ✓ Build positive PR
- ✓ Team building
- ✓ Make a real difference to your community
- ✓ Truly local, recognising giving back to your community is a key part of your values.

Our Partners in Action!



The Telstra Enterprise team from SA & NT rallied together and raised more than **\$63,000** for the Childhood Cancer Association.

Hear from Telstra's **Adam Oliver** about how they made an incredible difference in the lives of children with cancer at childhoodcancer.asn.au/teamtelstra

Datacord
PRINTING AND DOCUMENT SOLUTIONS
Canon SHARP

"Since Datacord have partnered with the Childhood Cancer Association, our sales have **increased by 10%.**"

George Koutsoubis
General Manager,
Datacord

What We Do

When a child is diagnosed with cancer, they need outstanding levels of medical treatment, but they and their families also need critical support services to help them cope.

We make a difference by providing 30 services all free of charge, including:



Professional counselling



Home Tutoring



Accommodation for country / interstate families



Sibling Support



Respite accommodation for all families



Bereavement Support



The impact we have

The Numbers. Each year on average...

1,527

family contacts

306

counselling sessions

865

nights of accommodation for country/interstate families

138

nights of respite accommodation

51

attendees at 4 x SIBS (siblings) sessions

\$20,000 +

of financial assistance provided to families

15

children receiving educational support

35

attendees at the Bereaved Families Day

6,965

nights of wheelchair loans

100

letters responded to by Elliot

How can your workplace get involved?

What is your goal? Who do you want to connect with?	What are the drivers & benefits of a partnership with us?	How? Ways you can get involved		
		Goods & Services	Time	Money
Your People 	Team Building Engagement, retention & networking	<ul style="list-style-type: none"> • Goods, services & product donations 	<ul style="list-style-type: none"> • Volunteering • Raising awareness 	<ul style="list-style-type: none"> • Fundraising • Cash donations • Workplace giving
Your Community 	Giving back to your community Leading by example	<ul style="list-style-type: none"> • Goods, services & product donations 	<ul style="list-style-type: none"> • Pro bono services • Volunteering 	<ul style="list-style-type: none"> • Fundraising • Cash donations
Your Customers or Clients 	Customer / Client Relationship building Corporate Social Responsibility branding <ul style="list-style-type: none"> • Align with and leverage the Childhood Cancer brand • Point of difference with competitors • Reach a new audience 	<ul style="list-style-type: none"> • Goods, services & product donations 	<ul style="list-style-type: none"> • Co Branding • Raising awareness 	<ul style="list-style-type: none"> • Fundraising • Cash donations

What does that look like in practice?

Goods & Services 

Time 

Money 

Goods / Products

- Donation of business products and/or services
- Donation of gift vouchers
- Donation of hospital support pack contents (toiletries etc.)
- Donation of household items (appliances, equipment, consumables etc.) for our family service properties
- Donation of toys
- Auction/raffle items for events and competitions
- Donate or purchase items needed by children and families
- Catering for Family Support days

Pro Bono Services

- Provide pro bono professional / advisory services to us

Raising Awareness

- Promotion of partnership with us on social media and in email banners
- Access / introduction to business / corporate networks and connections (e.g. guest speakers, MCs or public identities)
- Host a special campaign in September for International Childhood Cancer Awareness month

Volunteering

- Selling our merchandise at events
- Volunteering at large scale events e.g. AFL / A League Game Days, Gala Dinners
- Attending working bees at our properties
- Assembling Hospital Support Packs

Fundraising

- Sponsors for a challenge (walk/run, hair donations / head shaving etc.)
- Campaigns, competitions and host corporate challenges
- Host fundraising events (sporting, quiz nights, morning teas etc.)
- Develop a campaign tailored to meet the needs of your people, community or clients
- Purchase our merchandise for corporate /staff gifts
- Selling lottery tickets on our behalf

Cash Donations

- Sponsoring a Childhood Cancer project, program or initiative
- Donate proceeds from sales (% or fixed \$ per sale)
- Social Club donations
- Workplace giving (regular i.e. through payroll deductions, and ad hoc)
- Donations in lieu of client/speaker gifts and Christmas cards
- Invite customers to make a donation at POS
- Donating back bonus/incentive/ commission payments





we support **childhood cancer**

A partnership with the Childhood Cancer Association is good for everyone



Business supporters are a real power behind our ability to grow as the demand for our services grows.

We're looking for businesses like yours to help us to fundraise and to source what we need to keep running our core services.

Goods & Services



Time



Money



Ask our team how your business can support us... they'd be happy to talk to you.

Contact us at:

Tel (08) 8239 1444

info@childhoodcancer.asn.au

childhoodcancer.asn.au



Learn more about how we help...



Watch Thomas's Story

Scan the QR Code to watch this 5 minute film or visit childhoodcancer.asn.au



Chris Hartley talks through his family's journey after his son's diagnosis of a brain tumour and the support he received from the Childhood Cancer Association.



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