

It's about you. Always!
Communities@Work

Buoyed Up with Tackers



Sponsorship Proposal

Buoyed Up is managed by Communities@Work and supported by:



Buoyed Up

with Tackers

Our Vision

To enhance the well-being, resilience and potential of disadvantaged young people.

Our Mission

To provide vulnerable young people with a fun, confidence building sailing experience.

Our Values

Trust, Respect and Integrity

Self esteem, resilience and confidence

Skills development and team work

Environmental understanding

Flexibility and Responsiveness

Quality and innovation

Affordability and sustainability

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 Sir Thomas Lipton Foundation

The vision, mission and values of Buoyed Up align closely with the strategic direction of Communities@Work and the Sir Thomas Lipton Foundation.

Executive Summary

Communities@Work is pleased to present this sponsorship proposal for Buoyed Up, an exciting program supporting disadvantaged children and young people through sailing.

Buoyed Up, developed with the support of the Sir Thomas Lipton Foundation and based on Yachting Australia's grassroots Tackers initiative, is a special introductory sailing program developed by the Canberra Yacht Club and managed by Communities@Work.

The program is designed to provide vulnerable young people aged 7-12 years with a fun, confidence building sailing experience. In particular, the program will seek to help disadvantaged youth build their self esteem, develop their motor skills, enhance their resilience, learn about their environment and value team work.

This partnership between the Sir Thomas Lipton Foundation, the Canberra Yacht Club, Communities@Work and Yachting Australia is a very special initiative. The pilot program was launched in Canberra on 13 March 2012 by Bob Fisher, one of the most experienced and respected sailing journalists in the world. Following an evaluation of the pilot, the partners intend to expand and develop the Buoyed Up Program in other Australian yacht clubs in the latter half of 2012.

By proactively supporting Buoyed Up, sponsors will contribute to an innovative program that supports the skills development and confidence of vulnerable young people. Sponsors will also strengthen the social fabric of the community and build customer loyalty.

The Buoyed Up program will provide sponsors with access to more than 13,000 people who are served by Communities@Work's programs. Most of these clients reside in the southern districts of Canberra, and many are young families who utilise our 13 child care and education centres, before and after school programs, family day care program, and parenting and youth programs. In addition, our programs serve many seniors and people with disabilities in various capacities.

Communities@Work's capacity to provide sponsors with the potential to raise their profile in the community and reach new customers is extensive. We will provide sponsors with opportunities to promote their services to our many clients, staff, stakeholders and supporters through various channels such as our newsletters, website, events and media exposure.

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About Buoyed Up



Buoyed Up, based on Yachting Australia's Tackers initiative, is a special introductory sailing program designed to provide vulnerable young people aged 7-12 years with a fun, confidence building sailing experience. In particular, the program seeks to help disadvantaged youth:

- Build their self esteem
- Develop their motor skills
- Enhance their resilience
- Learn about their environment
- Value team work

The program is more than a 'one-off' experience. It is hoped that it will provide participants with a longer term pathway to a lifetime of sailing and potential employment opportunities as sailing instructors. Figure 1 highlights the pathways to participation in sailing, building on the Tackers initiative.

Managed by Communities@Work, Buoyed Up has been developed with the support of the Sir Thomas Lipton Foundation and Yachting Australia and will be facilitated by the Canberra Yacht Club.

The program is young person centric, non-competitive and delivered by professional, Yachting Australia qualified instructors. As an entry-level sailing program, no prior sailing experience is required and all equipment, including boats, is provided.

By the end of the program the youth will:

- Have learned the basic sailing safety rules and procedures, and how to use safety equipment
- Be able to launch their boat
- Understand what the different roles are in the boat (skipper and crew)
- Be able to perform basic steering of the boat
- Understand how the wind affects the boat
- Understand the freedom and responsibility that sailing provides

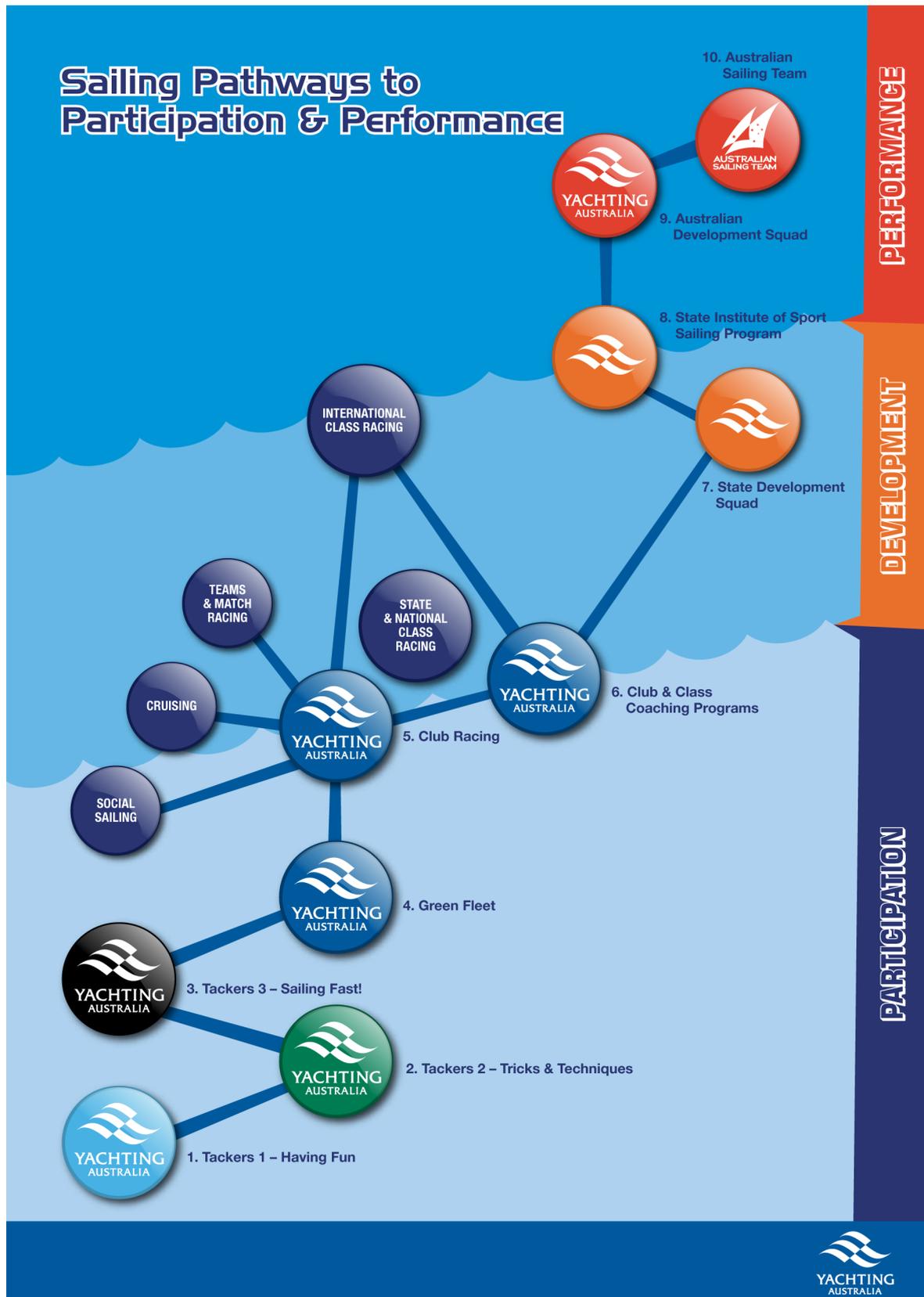


Figure 1

Buoyed Up

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We aim to create strong and broad linkages between Communities@Work and its program sponsors.



There are numerous ways we can forge a productive partnership for our mutual benefit:

- We can provide you with opportunities to market your products and services to our many clients and stakeholders through our website, newsletters, speaking opportunities and media exposure.
- We will inform you of events and fundraising activities which your staff can participate in - for example, Youth Week, Homelessness Week, Dress as a Teenager Day, Foster Care Week, Children's Week and Senior's Week. This will enable your organisation to engage with the local community and develop valuable new networks.
- We will offer your staff opportunities to undertake hands-on volunteering projects within suitable C@W programs and at community festivals, fundraisers and expos.
- We can provide the opportunity for your staff to donate to our charity programs through Workplace Giving (also known as payroll giving).

About the Sir Thomas Lipton Foundation

The Sir Thomas Lipton Foundation is a registered charity in Scotland. Its aim is to raise and distribute funds internationally for organisations dedicated to helping the most vulnerable and disadvantaged young people in society through sailing. The Trustees are Shirley Robertson OBE, Laurence Brady, Bob Fisher, Dr Tony Flinn, Jamie Matheson and Ian Ruff.

The Sir Thomas Lipton Foundation is inspired by the Glasgow-born tea entrepreneur and five-time America's Cup challenger, Sir Thomas Lipton (1848-1931). His name evokes the adventurous and generous spirit of sailing like no-one else, before or since, thanks to his sportsmanship and perseverance in his challenges for the America's Cup and his sponsorship of sailing all over the world. This first grant for Buoyed Up is awarded at the end of the 80th anniversary year of Sir Thomas's death. For more information on the Sir Thomas Lipton Foundation visit www.sirthomasliptonfoundation.org.

About Communities@Work



Communities@Work (C@W) is a not-for-profit company limited by guarantee, governed by a volunteer Board of Directors. We are a large community organisation that provides services to more than 13,000 people annually, utilising a paid workforce in excess of 400, over 200 volunteer staff along with 150 self employed family day care educators.

Operating for nearly 35 years in the ACT, Communities@Work programs and staff are committed to delivering quality community services of social value and practical benefit. Our vision is for a resilient and socially inclusive community that cares for the well-being of all.

Our Services

Our services care for people in all stages of life and include child care and foster care, parenting and family support, youth programs, educational programs, transition housing, assistance for those experiencing hardship, respite and disability services, as well as transport, in home support and social activities for seniors.

Child Care: We provide integrated and reliable child care options, including centre based care, family and in-home care, before and after school care, and school holiday care. We manage 13 child care and education centres and engage some 150 self-employed family day carers.

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Parenting & Family Support: We work with parents to help them contribute positively to their children's development. We offer community education programs on parenting issues, emotional and practical support to families, and help parents to maintain positive parent/child relationships.

Inclusion & Professional Support: We manage the activities of the ACT Inclusion Support Agency (ISA) and the Professional Support Coordinator (PSC). The ISA assists children's services to create inclusive and welcoming environments for all children and their families. The PSC provides quality professional support to eligible children's services in the ACT.

Youth Programs: We provide young people with recreational activities, entertainment, social opportunities, educational programs, referral services, advocacy and individual support. We assist them to identify their needs, goals and aspirations.

Seniors: We deliver home care support to seniors whose capacity for independent living is at risk. We also provide transport services to eligible seniors for medical and social appointments, and manage a community bus service for people who are socially isolated. Recreational and social activities are also facilitated for seniors, including through the Tuggeranong 55 Plus Club.

Disability Services: We deliver respite and support services for carers of people with a disability and also provide care recipients with access to social activities to enhance their quality of life. In addition, we provide home care support and transport services to people with a disability and conduct after school and school holiday programs for young people with a disability.

Community Outreach: We provide emergency food and financial relief for people experiencing hardship and, in partnership with community groups, provide meals to disadvantaged people. We manage the activities of OzHarvest Canberra which rescues otherwise wasted food from commercial food providers and delivers it to charities and refuges.

Women's Housing: We provide medium to long term accommodation for women and children leaving domestic violence situations.

Volunteers: We provide opportunities for volunteers to connect with their community and share their knowledge and skills with others.

Training: We manage the operations of NuSkills Learning and Development which provides nationally accredited training programs for staff in the community services and health sectors.



Terms of Sponsorship Agreement

We propose a one to three year agreement with Communities@Work for sponsorship of the Buoyed Up program. We aim to provide value to sponsors by:

- providing opportunities for them to market their services to our 13,000 clients and many stakeholders;
- providing them with opportunities to become actively involved in community events; and
- helping them lift their profile as an active supporter of worthwhile community initiatives.

Sponsorship Levels

The terms of any formal sponsorship agreement are negotiable, depending on the level of sponsorship offered and the nature of the sponsoring entity. However, the following levels of sponsorship are indicative of arrangements that could be negotiated.

Single Child: \$420

General Sponsor: \$4,200 annually

(Sponsor 10 children to participate in the Program at a cost of \$420 per child)

Sponsor Benefits

- Publish a sponsor advertisement in two C@W newsletters annually.
- Recognition of sponsor on the C@W website, with a link to the sponsor's website.
- Sponsor invited to C@W stakeholder engagement events which provide useful networking opportunities for the sponsor.

Gold Sponsor: \$10,000 annually over three years

Sponsor Benefits

- Dissemination of C@W media release highlighting the features and importance of the sponsorship agreement.
- Ceremony to mark the presentation of the initial sponsorship cheque and provide an opportunity for media coverage and photographic evidence for use in the sponsor's and C@W's marketing materials such as newsletters and websites.
- Sponsor granted the right to display "Proud sponsors the Buoyed Up program" on its website, letterhead, email signature block and newsletters.
- Place the sponsor logo on Buoyed Up program letterhead and promotional brochures.
- Publish a sponsor advertisement in two C@W newsletters each year.
- Recognition of sponsor on the C@W website, with a link to the sponsor's website.
- Sponsor granted priority invitation status for C@W stakeholder engagement events which provide useful networking opportunities for the sponsor.

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Diamond Sponsor: *\$25,000 annually over three years*

Sponsor Benefits

- Dissemination of C@W media release highlighting the features and importance of the sponsorship agreement.
- Ceremony to mark the presentation of the initial sponsorship cheque and provide an opportunity for media coverage and photographic evidence for use in the sponsor's and C@W's marketing materials such as newsletters and websites.
- Publish a feature article about the sponsor and its sponsorship of the Buoyed Up program in two selected C@W newsletters each year.
- Design and production of pull-up banner to be displayed at relevant events conducted by C@W and the sponsor.
- Sponsor granted the right to display "Proud sponsors the Buoyed Up program" on its website, letterhead, email signature block, newsletters and vehicles.
- Place the sponsor logo on Buoyed Up program letterhead and promotional brochures.
- Publish a sponsor advertisement in three C@W newsletters each year.
- Recognition of sponsor on the C@W website, with a link to the sponsor's website.
- Sponsor granted priority invitation status for C@W stakeholder engagement events which provide useful networking opportunities for the sponsor.

Platinum Sponsor: *\$50,000 annually over three years*

Sponsor Benefits

- Display sponsor's logo and the words "Proud sponsors of the Buoyed Up program" or similar on a C@W vehicle.
- Invitation to sponsor to speak at two selected C@W events annually.
- Dissemination of C@W media release highlighting the features and importance of the sponsorship agreement.
- Ceremony to mark the presentation of the initial sponsorship cheque and provide an opportunity for media coverage and photographic evidence for use in the sponsor's and C@W's marketing materials such as newsletters and websites.
- Publish a feature article about the sponsor and its sponsorship of the Buoyed Up program in three selected C@W newsletters each year.
- Design and production of pull-up banner to be displayed at relevant events conducted by C@W and the sponsor.
- Sponsor granted the right to display "Proud sponsors the Buoyed Up program" on its website, letterhead, email signature block, newsletters and vehicles.
- Place the sponsor logo on Buoyed Up program letterhead and promotional brochures.
- Publish a sponsor advertisement in five C@W newsletters each year.
- Recognition of sponsor on the C@W website, with a link to the sponsor's website.
- Sponsor granted priority invitation status for C@W stakeholder engagement events which provide useful networking opportunities for the sponsor.

Program Supporters

The following people are proud supporters of the Buoyed Up program. Should you wish to discuss the program with them, their contact details are provided for your convenience.



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Communities@Work

Central Office

Tuggeranong Campus

Tuggeranong Community and Function Centre
245 Cowlshaw Street
GREENWAY ACT 2900

P: (02) 6293 6500

F: (02) 6293 6555

E: admin@commsatwork.org

www.commsatwork.org