

CAMP MAASAI

ANSWER YOUR CALL TO ADVENTURE



REACH

ABOUT REACH

At Reach, we know that today's world is pretty complex, and young people can experience a bunch of challenges that adults might not be able to relate to. Without opportunities for young people to become self-aware, create connections and share what's really going on for them, adolescence can become a very difficult period with challenges that may end up defining them.

Since 1994, Reach has been running youth-led workshops to get people talking, so they can find their voice and own it. There are currently over four-million young people living in Australia, and Reach proudly works with over 40,000 of them a year.

From design through to delivery, all Reach workshops are 100% led by an engaging group of 15-25 year olds that we call 'Crew'. The space that the Crew create during these workshops is one that allows for deeper connection, the dispelling of judgements, and builds a true sense of belonging, meaning and purpose. At the heart of it, we're proud to say that The Reach Foundation creates new beliefs, connections and possibilities for all young people.

ABOUT CAMP MAASAI

Camp Maasai is one of the most unique and impactful programs that we offer, giving both young people and adults an opportunity to experience life from a new perspective. Our participants enter a 'special world' beyond the everyday, and are guided towards deeper connections and genuine personal breakthroughs.

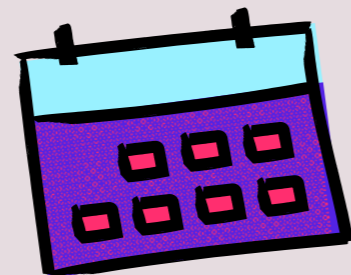
Every year, Reach brings together a cohort of extraordinary young people whose different and often challenging life circumstances have not dampened their resilience and drive to achieve. This unique program matches them with inspiring adults who can support and learn from them in equal measure.

DATES

VIC – February (each year)

NSW – November (each year)

*Please note exact dates may vary from year to year.



OUR YOUNG PARTICIPANTS

WHO ARE THE YOUNG PARTICIPANTS?

The young people who attend Camp Maasai are 13-17 years old, and come from a diverse range of ethnic and socio-economic backgrounds. Reach uses a number of referral agencies to ensure we're working with young people who will benefit most from the weekend. These agencies include:

VIC

- Very Special Kids
- Mirabel Foundation
- Young Carers Victoria
- The Lighthouse Foundation

NSW

- Samaritans
- Oasis Youth Support Network
- Headspace
- Youth off the streets

HOW DOES CAMP MAASAI TRANSFORM THEIR LIVES?

The camp's structured activities guide young people to connect authentically with their adult counterparts, whose mentorship and encouragement help them develop new life skills.

As the young people connect with their peers and their adult supporters, they gain profound insights into who they are and who they can become. They learn that we are all different but relatable in so many ways. Importantly, they build confidence, hope, and resilience for the future – often overcoming challenges that in some instances have troubled them for years.

OUTCOMES

As with all Reach programs, Camp Maasai has a carefully considered purpose and objective. It is designed to meet the following outcomes for both adults and young people:

- Enhance personal self-awareness and self-efficacy
- Build confidence and a positive outlook
- Develop a heightened appreciation and acceptance of difference
- Develop or increase awareness of their impact and influence on others
- Establish meaningful connections, awareness, and respect between adults and young people

WHAT OUR YOUNG PARTICIPANTS SAY

“I’m taking away a lot of hope from Camp Maasai. Hope for my future and hope for the futures of all the young people and adults I’ve had the privilege of meeting”

Jane - Camp Maasai young person

WELLBEING SUPPORT FRAMEWORK

Underpinning the design and delivery of all Reach workshops is a framework of professional wellbeing support, that ensures emotional safety and positive youth connections. As Camp Maasai welcomes many young people who live in challenging circumstances, our wellbeing team ensures that participants are assessed and assisted to prepare for the camp to ensure their maximum engagement and best possible outcomes. Support is provided throughout the camp to all participants and in the event of concerns or the need for referral, members of the wellbeing team will follow up post camp to assist participants to access appropriate resources.



OUR ADULTS

We all get caught up in our daily routine. Camp Maasai is a chance to leave the world behind for a weekend, and return more capable, more hopeful, and more fully yourself.

By collaborating with and mentoring people half their age, many adults report a new feeling of purpose, a revived self-understanding, and genuine optimism for the future. They become open to new ways to relate to their children, partners, friends and colleagues. It's a truly unique chance for any adult to be inspired by our youth and gain a new appreciation for their ability to shape the world.

WHAT OUR ADULTS SAY

“Whilst Camp Maasai is designed to enable the ‘elders of the tribe’ to guide the young towards adulthood there was an incredible amount of joint learning. Our lives easily become consumed by conflicting priorities; work, family, children and friends to name a few. Camp Maasai provides an opportunity to reflect, re-engage and re-energize in an extremely supportive environment.

Our group started the weekend as a collective bundle of nervous energy waiting to test ourselves against the unknown. We ended the weekend as a strong, powerful group helping each other confront our personal challenges and taking a leap of faith towards resolution. Thank you to the team at Reach for facilitating Camp Maasai.”

Michael Senyard - Bank of America Merrill Lynch

HOW YOUR ORGANISATION CAN HELP

GET INVOLVED OR SUPPORT A YOUNG PERSON TO PARTICIPATE

- 1. Send an Adult participant (max 3 per organisation)** - \$5,000 (+GST) p/p for company sponsored participants or \$3,500 p/p (+GST) for first time individuals / companies
- 2. Can't make it but sponsor a Young Person to participate** - \$2,000 (Fully tax deductible)
- 3. Come as an Adult Participant & Sponsor a Young Person to participate** - \$3,500 (+GST) + \$2,000 (Fully tax deductible)

COMPANIES THAT HAVE SENT EMPLOYEES

True Energy	REA Group	Tandem	KFC	Vero
Wilson HTM	RACV	Steadfast	Lend Lease	Austbrokers ABS
TAC	Telstra	Macquarie	PFD Food Services	JP Morgan
Jeanswest	Vodafone	St George	Ooh! Media	Westpac
IAG	UniSuper	GWS Giants Netball	Mazda	eBay
BHP	Volvo	Koda Capital	McLardy McShane	JB Were
AMP	SC Johnson	Appco Group	Shadforth Financial Group	AFL
IAA	Deloitte	Bank of America	Merrill Lynch	UnLTD
Skilled	Kikki K	PwC	ROCG	SEEK
Herald Sun	Mondelez	Skilled	Grocon	
NAB	Metcash	Henley Properties	MLC	
Blackrock	QBE			

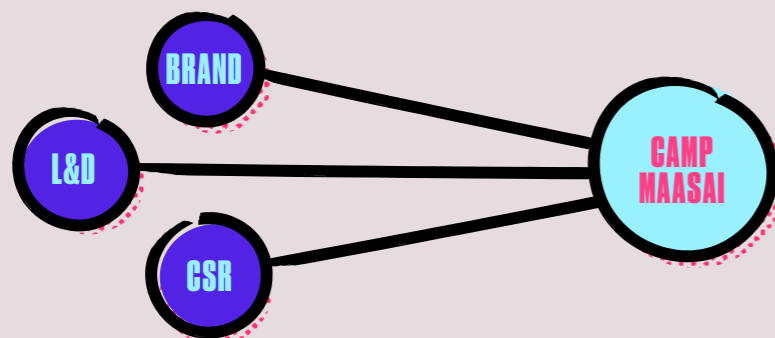
WHAT'S IN IT FOR YOU?

Whether you are a Brand Manager, Corporate Social Responsibility officer, or head-up and L&D team, there are so many great reasons why Camp Maasai makes the ideal cause to get behind.

Brand: Align your brand with a unique and innovative leadership and mentoring experience and partner with an organisation that truly believes in young people. Here at Reach, we are committed to the vision of “generations of confident, self-aware and passionate young people shaping the world”. It’s an exciting journey to be on and we’d love to have you and your brand on board.

Community: Want to make a difference in the lives of young people who just need a ‘leg up’? By supporting Camp Maasai, you will change the trajectory of up to 20 young lives per camp and send your employees along to see the difference you’re making at the same time.

Learning and Development: You don’t need to be the CEO to be a leader. Reach is all about empowering people and creating new beliefs, connections and possibilities. Send us a staff member as a reward for performance, as an investment in their personal and professional development, or simply offer this to someone with an interest in youth development – we’ll send you back an employee who has a fresh outlook on life and knows their purpose.



STEP UP TO A SPONSORSHIP

STATE SPONSORSHIP

Support either **Camp Maasai NSW** or **Camp Maasai VIC**.

THE CHAMP

Your contribution:

\$10,000 (+GST)

Your impact:

Support 5 young people to attend by covering the costs of their wellbeing support, facilitation, lodging, food, transportation and logistics.

What you get:

- One complimentary adult guest spot on Camp Maasai
- Logo recognition and mention on invitation (goes to over 60 companies per camp)
- Merchandising in participant backpacks
- 2 X tickets to Reach events of your choice in your state

THE BIG DAWG

Your contribution:

\$20,000 (+GST)

Your impact:

Support 10 young people to attend by covering the costs of their wellbeing support, facilitation, lodging, food, transportation and logistics.

What you get:

- Two complimentary adult guest spots on Camp Maasai
- Logo recognition and mention on invitation (goes to over 60 companies per camp)
- Merchandising in participant backpacks
- 5 X tickets to Reach events of your choice in your state

NATIONAL SPONSORSHIP

Support Camp Maasai in both NSW and VIC

THE NATIONAL CHAMP

Your contribution:

\$30,000 (+GST)

Your impact:

Support 15 young people to attend by covering the costs of their wellbeing support, facilitation, lodging, food, transportation and logistics (spread across NSW and VIC).

What you get:

- Two complimentary adult guest spots on Camp Maasai (1 x NSW and 1 x VIC)
- Logo recognition and mention on invitation (goes to over 60 companies per camp)
- Logo and sentence on Camp Maasai website section
- Logo on Camp Maasai promotional video – shown at Reach Corporate events, on social media and public media platforms, and included in email invitations.
- Merchandising in participant backpacks
- 10 X Tickets to Reach events of your choice nationally (5 x NSW and 5 x VIC)

THE NATIONAL BIG DAWG

Your contribution:

\$50,000 (+GST)

Your impact:

Support 25 young people to attend by covering the costs of their wellbeing support, facilitation, lodging, food, transportation and logistics (spread across NSW and VIC)

What you get:

- Four complimentary adult guest spots on Camp Maasai (2 X NSW in 2 X VIC)
- Logo recognition and mention on invitation (goes to over 60 companies per camp)
- Logo and sentence on Camp Maasai website section
- Logo on Camp Maasai promotional video – shown at Reach Corporate events, on social media and public media platforms, and included in email invitations.
- Merchandising in participant backpacks
- 20 X tickets to Reach events of your choice nationally (10 x NSW and 10 x VIC)
- Permanent listing on Camp Maasai honour board at Reach reception + exclusive plaque for your reception

*Just want to help young people participate? All sponsorship options are available as tax deductible donations if you wish (not inclusive of listed additional benefits for legal purposes).

REACH

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