



# REACH

# YOUNG PEOPLE NEED US. --- WE NEED YOU.

## WHAT WE DO

We connect with a young person, uncover what's holding them back, and equip them with the tools to set goals, deal with conflict and stand up for what they believe in. We give them the skills to navigate life's challenges

We then do the same for 40,000 other young Australians every single year. Creating generations of confident, self-aware, passionate young people shaping the world to be a better place.

## WE'RE YOUTH LED

Our workshops are for anyone aged from 10 to 18 and are led by other young people who have been on the journey too. We call them the Crew.

As well as running all of our workshops, the crew are involved in ongoing training and development, contributing to the leadership of Reach, and training and mentoring younger crew.



**1 in 4**

young people experience  
**mental health challenges**

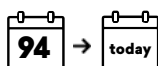


**2 in 5**

young people view **mental health**  
as the **most important issue** in  
Australia today

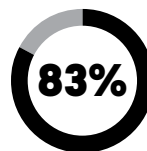


For every dollar spent on health  
promotion, our health system will  
**save five dollars** within five years



**25 years +**

of experience in delivering  
positive, preventative mental  
health & wellbeing workshops for  
young people



of young people who participate  
in Reach workshops said they had  
**more confidence**, could make **better**  
**decisions** and **positive choices**

“ It made me take some  
more personal shit  
seriously instead of  
ignoring it.  
– Year 11 female ”

“ It taught me to  
appreciate the little  
things in life.  
– Year 12 Male ”

“ We learnt how to  
respect one another  
and work as a team  
and it helped me build  
more confidence.  
– Year 6 Student ”



**EDM  
Database**

Subscribers:  
**13,375**

Open Rate:  
**24%**

Click Through:  
**2.3%**

**Facebook**

Followers:  
**30,290**

Engagement:  
**1.46%**

(NFP Industry  
engagement  
average: **0.13%**)

**Instagram**

Followers:  
**4,706**

Engagement:  
**5.6%**

(NFP Industry  
engagement  
average: **2.4%**)

**Twitter**

Followers:  
**5,665**

Engagement:  
**3.28%**

(NFP Industry  
engagement  
average: **0.062%**)



# THE BEST WAYS TO PARTNER TOGETHER

We love working with businesses and brands to bring out the best for both of our organisations. There's plenty you can do to hit your social impact goals, and we're keen to help you get there. Here's some options:



## Corporate Partnerships

We have a long history of creating multi-year, mutually beneficial partnerships that address your organisation's unique needs. We're great at bringing real value for collaborative partnerships to help you hit your goals.



## Event & Campaign Sponsorship

Put your brand firmly in the spotlight for our wider audience by sponsoring one of our big events, fundraising campaigns or activations.



## Staff Fundraising Events

We've seen what happens when people rally behind a cause they believe in and are always looking for ways work with your teams and raise both funds and awareness for our work.



## Cause-Related Marketing

Stand for a cause that resonates with your customers, and broadcasts your organisation's values by directly aligning profits from a product or service to support young Aussies



## Workplace Employee Giving & Matching

Workplace Employee giving & matching Regular Workplace giving is a great way to utilise your entire staff cohort in easy, manageable engagements throughout the calendar year. Reach is on every major workplace giving platform currently available in Australia.

# WHY OUR PARTNERS LOVE WORKING WITH US

## Volunteering & Engagement Opportunities

Give your team a unique chance to observe and engage directly with our work through volunteering, fundraising & learning opportunities reserved exclusively for our Partners.

## Active Cross-Promotion & Recognition For Your Brand

Have your Brand championed to our dedicated and active audience of 50,000+ people.

## Personal Account Management

Receive regular updates about the impact that your brand is having on our work with thousands of young Aussies.

## Make an Impact

At the end of the day, one of the most powerful reasons that our Partners work with us is to create a meaningful impact on the lives of all young Australians. That's what we can do every day thanks to our amazing and generous corporate partners.

## Collaborative Content Design

Together we can celebrate our mutual partnership wins and generate real, measurable impact with your target audience.





## SPOTLIGHT WITH IVY

### A REACH FACILITATOR

#### Why did you come to Reach?

I was interested in a career in psychology and mental health, so I initially applied to become a Reach crew member as I was looking for a volunteering opportunity to build on that goal. Little did I know that my experience at Reach would go way beyond just something to add to my resume!

#### What makes you stay at Reach?

There are so many reasons that I stay at Reach that describing them in a few sentences doesn't feel like enough! It's a huge privilege to work closely with young people who constantly inspire me with their resilience, passion and bravery. Reach's commitment to youth development really shines through. I've learned so many new skills and have grown heaps as a person as my peers are always challenging me and supporting me to be a better version of myself.

#### What's been a positive about 2020 so far?

The challenges that 2020 has thrown at us have encouraged us to be resilient in order to adapt to the changing world. There were many initial hesitations about running Reach work virtually but the outcomes that we achieved from our first ever online program was a huge win! This is so exciting as it shows that Reach has the ability to continue positively impacting more and more young people all over the country (or maybe even the world!).

#### What's been a challenge in 2020 so far?

It's been challenging to be unable to hang out with young people and peers in person. Although it's great that we can still stay in touch virtually, it just isn't quite the same as being in a room together and we've had to adjust to the new way of connecting with and being present with one another.

#### What do you think is the biggest issue facing young people for the remainder of 2020?

I think that feelings of anxiety, uncertainty, and lack of control about the future will continue to be an issue for young people going forward. With many things in the world being outside of our control, it's more important now than ever before to empower young people and build their confidence to navigate the changing world.

#### What are you most looking forward to for the rest of 2020 and beyond?

I am excited by the sense that people will continue to rally together each time we are faced with a challenge, making us stronger and more connected, not just within our smaller communities but also across the world. I think that collectively we are more conscious of our individual impact and will hopefully continue to use that in ways that make the world a better place.

## BONDS

### A REACH PARTNERSHIP SUCCESS STORY

In 2018 BONDS joined with The Reach Foundation as a Major Partner to help bring more of our workshops into schools across the country.

BONDS has helped fund our Secondary School Workshops, they've run ReachHer Day (where profits for that day went to support our female-specific workshops), and collaborated with the Reach marketing team to develop engaging and memorable content about the ReachxBONDS partnership for their massive audience.

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*Our partnership with The Reach Foundation is as fun as it is rewarding. The team are incredibly passionate and enthusiastic, always available to collaborate and take our partnership to new heights. Our involvement in the Secondary School Workshops program has seen Bonds reach (pardon the pun!) countless young Aussies, building their confidence and providing a safe space to find their voice. We couldn't be more thrilled with how much we've been able to achieve together over the last 2 years – and there's still so much more to come!*

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**Kedda Ghazarian**  
Bonds Marketing Manager

#### OUR 2020 MAJOR PARTNERS



#### CONTACT DETAILS



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