FUNDRAISING WITH BEACH

REACH

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legends!

Hey there ~~corporate partners!~~

If you're reading this, it means you're considering partnering with The Reach Foundation on a fundraising initiative. Thanks so much for thinking of us, we're chuffed – as are the young people you're backing.

Whether you're an existing partner looking to further staff engagement opportunities, or you're new to the Reach family and looking for ways to get involved and support our work – we would love to chat to you about opportunities to fundraise for Reach!

We are biased, but we think our work is incredibly important – and we're not the only ones. For 28 years Reach has benefitted from the ongoing, generous support from organisations just like yours – those who believe that reducing the development of mental ill health among our young people takes a whole-of-community approach. Thank you for playing a part.

Support from corporate organisations has the power to make a significant impact the next generation of young Australians. Fundraising income allows us to grow our programs, our impact, and reach more young people in the early stages of their development to set them up with the social and emotional skills to thrive.

And we're committed to doing just that.

Fergus Watts
CEO The Reach Foundation

ABOUT US

REACH

Reach

Reach was founded by Jim Stynes and Paul Currie in 1994 with a simple aim – to inspire young people to believe in themselves and get the most out of life. After almost three decades of working with more than one million young Australians, that reason remains true to our core.

We exist to shape a generation of young people to unlock their power and shape their own lives, reducing the development of mental ill health among young Australians.

Through engaging and transformative youth-led workshops, we build social, emotional and resilience skills among young people so they can navigate life's challenges and thrive.

Our signature programs are designed and delivered by young facilitators, for young people. This peer-to-peer approach creates spaces that are relatable, interactive and engaging.

Who we work with

Reach has a long history of working with corporate organisations of all sizes to deliver fully integrated, multi-level partnerships committed to positive community outcomes.

We've also worked with a ton of organisations on an ad-hoc fundraising basis; for those who want to give back when they can.

Bringing together the best of the corporate and not-for-profit worlds to contribute to a cause your people care about, is our bread and butter.

We know what meaningful staff engagement looks like. We understand the importance of CSR in your strategy. And we are here to help your organisation give back to the community it serves.

How your fundraising helps

Since 1994 we have grown to become Australia's most influential youth organisation, connecting with many thousands of schools and diverse communities across the country. We've kicked lots of goals, but our work is far from done.

More than 50% of young people in Australia don't feel confident about their future. Four out of five young Australians have experienced mental health issues over the past two years[1] and seven out of ten high school students have reported high psychological distress.[2] Most alarmingly one in four young people reported suicidal thoughts.[3]

Australia is facing a youth mental health crisis. As a nation we urgently need to move the dial on this issue. We need capacity building earlier in life with social and emotional wellbeing at its core and we need to get these skills to as many young people as possible, arming them with the tools to navigate life's challenges and thrive.

Reach's programs are purpose-built to do just that. This vital work is needed now, more than ever.

The best way to reach young people is at school - but many schools don't have the funds or resources to engage important programs like Reach.

Your fundraising support will help us reach more young people by delivering our workshops to more schools in need:

- **$510** helps us have vital conversations with a whole class (up to 30 young people)
- **$1,700** helps us have vital conversations with a whole year level (100 young people)
- **$5,100** helps us have vital conversations with multiple year levels (300 young people)
- **$10,200** helps us have vital conversations with a whole school (600 young people)

1 https://www.smh.com.au/lifestyle/health-and-wellness/urgent-national-priority-pandemic-s-staggering-mental-toll-on-young-australians-20220318-p5a5v0.html

2 Lockdowns caused 'high psychological distress' in 70pc of high school students, study finds - ABC News

3 https://www.smh.com.au/lifestyle/health-and-wellness/urgent-national-priority-pandemic-s-staggering-mental-toll-on-young-australians-20220318-p5a5v0.html

HOW TO FUNDRAISE

for Reach

REACH

Get in touch

First thing's first – let us know you're interested in fundraising for Reach so we can help you get things kick started.

We're here to support you throughout the process, including developing your fundraising concept, planning, promotion and funds collection – with helpful tips along the way. Let us know you're interested in being a fundraiser.

Our partnerships and fundraising teams are available via the details below:

ANDREW FARINA

Head of Corporate Partnerships

andrew.farina@reach.org.au
0423 981 082

KIRA-LEE GMEINER

Community Fundraising Coordinator

kgmeiner@reach.org.au
0424 163 117

Develop your fundraising idea

There are a number of different ways organisations can fundraise for Reach, and we can help you formulate a concept that will be fun and engaging for you and your staff (while also getting some solid brand recognition!)

You might already have an idea in mind, but if not – here are some great thought starters:

01 PARTY PLEDGE

Give back by pledging to fundraise for Reach at your mid-year or end of year office celebration. You can collect donations from staff on the day and incorporate some Reach activities and content into your event!

02 DOUBLE THE DOLLARS DOUBLE THE DIFFERENCE

Collect donations from staff and commit to matching the funds they raise, to double the donations to Reach, and double the impact your organisation is making through the initiative

03 SANTA CAUSE

Give the cheap bottle of wine a miss this year...commit to making donations to Reach instead of Kris Kringle gifting.

04 BUY US A SEAT

Got a lunch, conference or other significant work-related event coming up? Dedicate the price of a seat at your event to The Reach Foundation.

05 HOLD A SPECIFIC FUNDRAISING EVENT

You might have another fundraising event in mind – ie a fun run, a managers v staff Olympics, a talent show or a trivia night – let us know what you're thinking and we can help you bring it to life!

Set your fundraising goal

$5000, $50,000, $500,000?

The best fundraisers are those with a clear target so you have a goal to work towards. Sharing this goal with your staff and networks is a great way to bring them along on the journey, so they can see they're contributing to something bigger.

Make sure your target is achievable but optimistic. We can help you set an appropriate goal based on your fundraising idea – just drop us an email and we'll give you a hand.

Every bit counts, all fundraisers - big and small - are welcome here at Reach!

If you commit to raising $5k or more for Reach, we'll send one of our awesome young facilitators to come and speak at your event or to your staff!

Collecting funds

There are multiple different ways to collect funds for The Reach Foundation through your fundraiser. We recommend using an online platform to collect funds and the easiest way is to direct your supporters to our online donor portal, which can be found here. We can supply you with a QR code to link through to this page.

Of course, alternative arrangements are available if you need access to digital payment terminals or would prefer to be invoiced – you just let us know.

Receipts and tax invoicing

As a registered charity, all donations over $2 to The Reach Foundation are tax deductible. Receipts are automatically generated and sent to all donors via our online donation portal.

If your organisaiton is matching donations, or if you would like to make a donation on behalf of the company, we are able to generate and supply receipt for tax purposes.

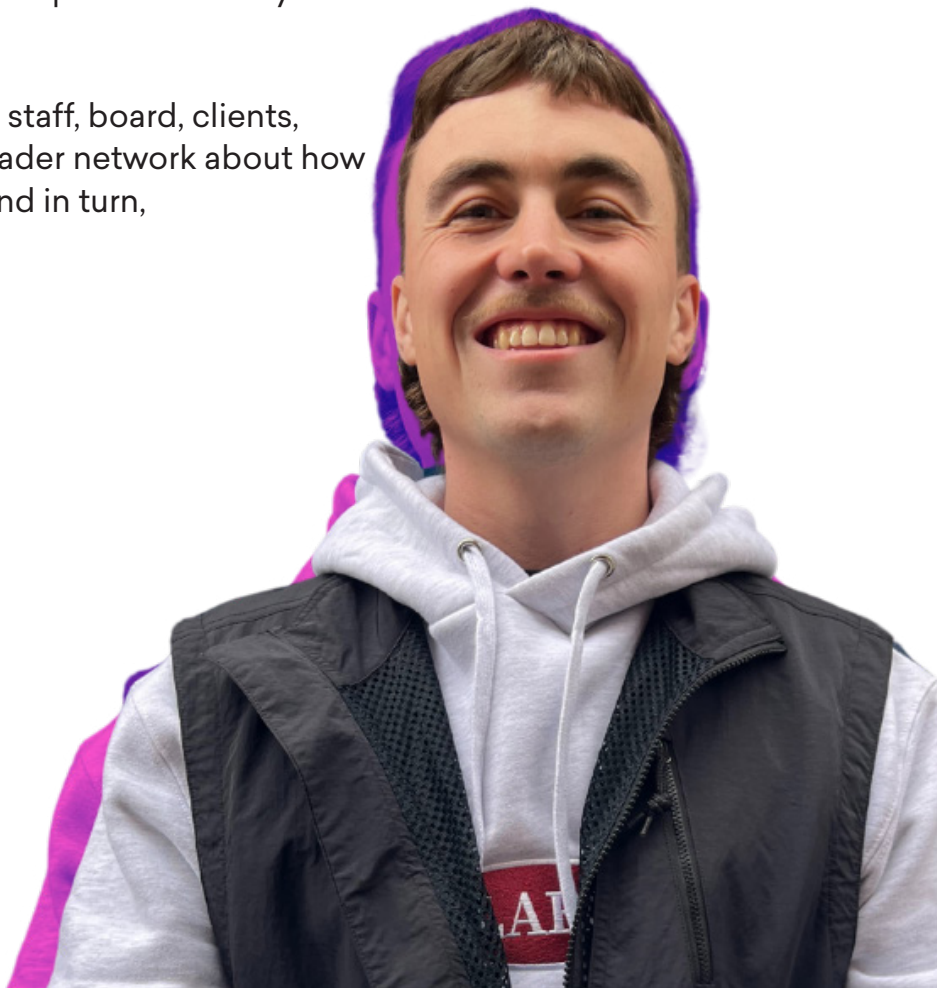
Brand alignment and promotion

Aligning your brand to awesome work we do here at The Reach Foundation is one of the great perks of partnering with us on your fundraising initiative!

We will supply you with all logos, information and imagery to use when promoting your fundraising event. Our brand guidelines including terms of logo use can be found on pages 12-18.

Our marketing team is also available to assist you with any further content, branding or promotional support required to make your fundraiser a great success!

By sure to share details with your staff, board, clients, professional community and broader network about how they can support your initiative and in turn, The Reach Foundation.



BRAND GUIDELINES

REACH

COLOUR

Intrigue

HEX #5323e5
R83 G35 B229
C84 M74 Y0 K0
PANTONE 2368 U/C

* When 'Intrigue' is used as type over 'Hype', this darker variation must be used for legibility.

HEX #3f17e5
R63 G23 B229
C88 M84 Y0 K0

Hype

HEX #ff2e6f
R255 G46 B111
C0 M92 Y33 K0
PANTONE 205 U/C

* When 'Hype' is used as type over 'Intrigue', this lighter variation must be used for legibility.

HEX #ff3e84
R255 G62 B132
C0 M88 Y18 K0

Uplift

HEX #99f1ff
R153 G241 B255
C32 M0 Y4 K0
PANTONE 2975 U/C

* Must never be used as type over 'Comic'.

Sirius Black

HEX # 3d3d3d
R61 G61 B61
C68 M61 Y61 K49

* Only to be used as text.

Comic

HEX #e6dce0
R230 G220 B224
C14 M17 Y11 K0
PANTONE 7632 U/C

* Must never be used as type over 'Uplift'.

TYPE

DRUK CONDENSED

Large Titles & Headings

Min. size 50pt
90% vertical height
80% Leading
20 Tracking

*Only used capitalised

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%$#@&()?!+/

DRUK BOLD

Headings at smaller size

Min. size 14pt
95% Leading
15 Tracking

*Only used capitalised

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%$#@&()?!+/

Sailec Black

Statements, sub-titles and Captions

Min. size 9pt
125% Leading
15 Tracking

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%$#@&()?!+/

Sailec Regular

Body

Min. size 7pt
135% Leading
15 Tracking

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%$#@&()?!+/

TYPE

HIERARCHY GUIDE

Druk Condensed
Used as Large titles only.

WE ARE THE YOUTH

We make the world our own, followingsocial norms and tearing down stereotypes.

Sailec Black
Used as smaller pull-out statements, captions.

Druk Bold
Used for smaller headings and short statements.

WHAT WE DO

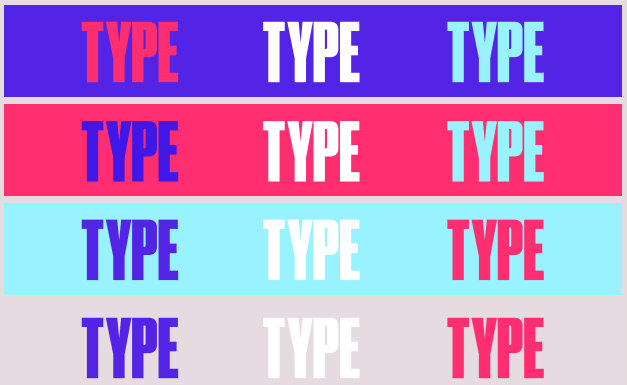
Reach creates a space where you can talk honestly about what's going on – about your fears and your dreams – without being judged and with people that understand what you're going through.

Sailec Regular
Used as Body.

TYPE

USING WITH COLOUR

DRUK CONDENSED

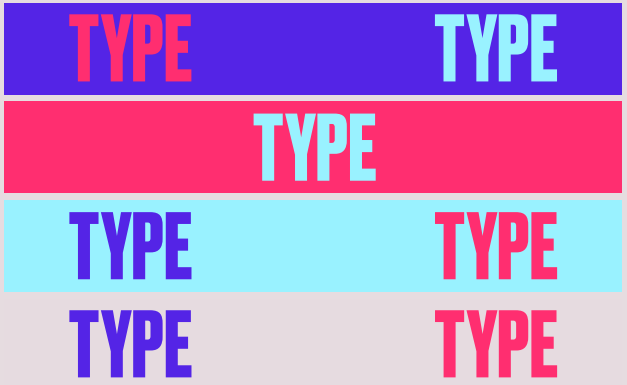


Druk Condensed

Can be used with all colour combinations, expect for 'Sirius Black'.

* Note that 'Comic' and 'Uplift' must never be used together.

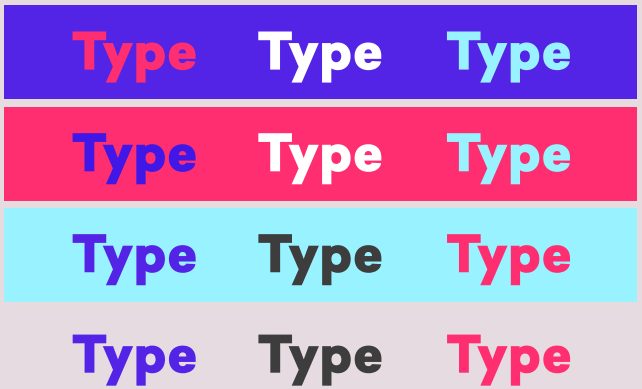
DRUK BOLD



Druk Bold

Only these colour combinations can be used with this typeface.

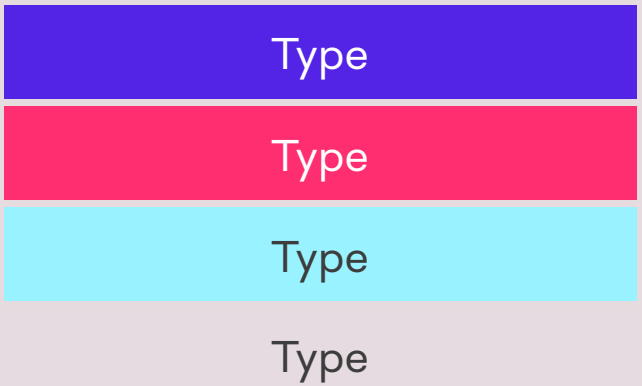
Sailec Black



Sailec Black

Can be used with all colour combinations.

Sailec Regular



Sailec Regular

Must only be used with 'Sirius Black' or white.

LOGO

Clean Logotype
Used when its not the hero/
focus of the page.

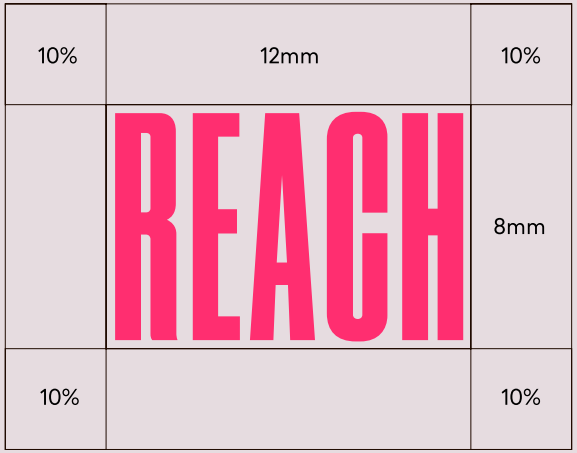
REACH

Dynamic Logotype
Used when it is the only/main
branded content on a page.

LOGO

MINIMUM SIZE AND SPACING

The logotype should never be used smaller than the minimum size indicated.



Clearspace around the logotype should be a least 10%.

Minimum spacing is only required with other objects and not with the actual boundaries.

The example here shows the logotype used right to the envelopes edge.

LOGO

HALFTONE PATTERN

Dynamic Logotype

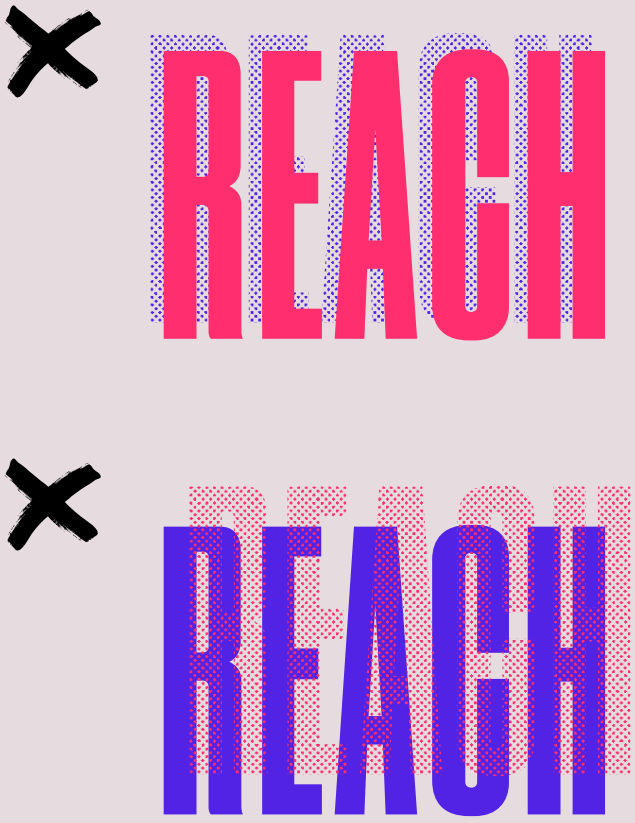
A halftone pattern drop shadow is used for a more dynamic feel.

The brand should be imperfect, so the placement of the halftone pattern should vary with every execution.

Use notes

The pattern should always be placed below the logotype to suggest an upward movement.

Never place the halftone over the logotype.



LOGO

COLOUR

Clean Logotype
The logotype comes in the following three colour variations.

REACH

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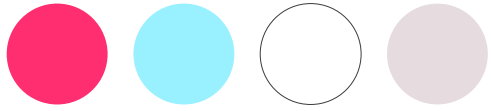
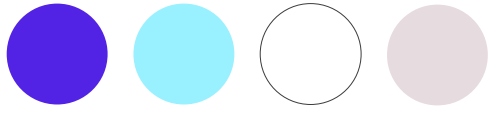
REACH

Accepted Background colours





Dynamic Logotype
Combining any coloured logotype with the following halftone colours is accepted, as long as its not the same colour.

REACH

REACH

REACH

REACH

eg.

REACH

THANKS.

We really mean it - your support is so greatly appreciated and we are super excited to bring your fundraising idea to life!

REACH