



## Corporate Partnerships Recognition Strategy

Sophie Whitehouse set up YOU CAN SIT WITH ME, gaining full charity status in 2021, after teaching across Australia, UK, Africa and Asia and seeing firsthand how devastating bullying, exclusive behavior, anxiety and loneliness can be for a child.



"I launched this campaign to try to bring schools, sporting clubs and community groups back together. Whilst there are "lonely benches" and other great initiatives presently in place in schools, children really suffering often don't have the confidence to sit on such benches, and wait for someone to come and collect them. The fear here is nobody coming along, exacerbating other negative thoughts and feelings."

*Sophie Whitehouse*

YOU CAN SIT WITH ME has organically grown over the last 7 years with over 1000 schools already onboard, reaching as far as Iceland with the help of our ambassadors shouting the YOU CAN SIT WITH ME message. These include Neil Perry, Manu Fidel, Peter Overton, Sophie Faulkner, Natalie Grulezki and Jessica Rowe.

We have an active Facebook page which has exploded over the last few months with thousands of followers: <http://www.facebook/youcansitwithme>

We have had amazing press and continue to have articles written. Please see the "Media" tab of our website for feature articles.

YOU CAN SIT WITH ME has partnered with the Australian Literacy and Numeracy Foundation, YALARI and RUOK? The proceeds of the sale of the wristbands, pencils and bag tags go directly to the Australian Literacy and Numeracy to strengthening Aboriginal children's attendance at school.

YOU CAN SIT WITH ME works alongside RUOK?, working on the steps of conversation, so that when children grow to be adolescents they have been taught the RUOK? message through YOU CAN SIT WITH ME.



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### Recognising Your Support

YOU CAN SIT WITH ME can tailor a supporter recognition framework that fits your requirements and desired level of support, with acknowledgement opportunities including:

1. **Social impact** by supporting a program that delivers outcomes in line with your community investment focus, connecting your brand to positive societal change
2. **Volunteering** opportunities to spread YOU CAN SIT WITH ME's message
3. **Recognition** in our Annual Report, social media & YOU CAN SIT WITH ME website
4. **Media content** including images for your newsletters and PR materials
5. **Invitations** to YOU CAN SIT WITH ME events and community engagement initiatives
6. **Support** from a YOU CAN SIT WITH ME account manager

Our current partner levels are:

- Bronze Level Supporter (\$10,000 p.a.)
- Silver Level Supporter (\$15,000 p.a.)
- Gold Level Supporter (\$25,000 p.a.)
- Platinum Level Supporter (\$50,000 p.a.)

We would work with your organisation to design a support framework that meets your community investment strategy.



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	Platinum	Gold	Silver	Bronze
<b>Contribution p.a.</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>
<b>Level of Service</b>				
CEO will attend one event p.a.	✓			
YCSWM Program staff member will attend two events p.a.	✓	✓		
Dedicated YOU CAN SIT WITH ME account manager, including regular meetings and presentations	✓	✓	✓	✓
Endorsed fundraisers with YOU CAN SIT WITH ME staff onsite	✓	✓	✓	✓
<b>Brand Access</b>				
Media release to announce partnership	✓			
Organisation logo and article in Annual Report	✓			
CEO letter thanking staff and acknowledging partnership	✓	✓		
Partnership story in YOU CAN SIT WITH ME corporate e-newsletter	✓	✓		
Service or program staff may be filmed (requires prior approval)	✓	✓		
Reciprocal use of logo and 100-word partnership description on website	✓	✓		
YOU CAN SIT WITH ME approved story for company internal news	✓	✓	✓	
YouTube channel content, as appropriate	✓	✓	✓	
Organisation logo in Annual Report	✓	✓	✓	
Reciprocal use of organisation logo on websites	✓	✓	✓	
Reciprocal recognition on social media platforms	✓	✓	✓	✓
Organisation name in Annual Report	✓	✓	✓	✓
Receive corporate e-newsletter	✓	✓	✓	✓
<b>Outcomes / Impact Reporting</b>				
Outcomes and impact report as agreed in MOU	✓	✓		
Progress reporting as agreed in MOU	✓	✓	✓	
Program reporting as agreed in MOU	✓	✓	✓	✓
<b>Engagement Opportunity</b>				
Youth Ambassador to attend one funder event p.a.	✓			
CEO acknowledgement at flagship events scheduled within funding year	✓			
Two complimentary tickets to flagship events scheduled within funding year	✓	✓		
YOU CAN SIT WITH ME volunteering	✓	✓		
Invitation to YOU CAN SIT WITH ME events	✓	✓	✓	✓