



RAISE YOUR HANDS FOR THE CANBERRA GIVING DAY

March 9 - 10

Brought to you by



Hands
Across
Canberra



LET'S CELEBRATE AND RAISE FUNDS FOR OUR COMMUNITY!

BY JOINING CANBERRA'S COMMUNITY FOUNDATION, HANDS ACROSS CANBERRA;

AND REGISTERING YOUR BUSINESS AS A MATCHING PARTNER FOR THE APPEAL,

YOU WILL BE CREATING AN ANNUAL TRADITION FOR YOU AND

YOUR PARTNERED ORGANISATION ON CANBERRA DAY.

THE AIM

We aim to raise much needed funds for over 300 local charities and organisations that assist those in our community that need it the most. [Click here to see all the charities](#)

THE DATE

It is your chance again - to get involved in the Annual Canberra Giving Day Appeal. Mark your calendar for Wednesday, 9th March 2022, so you can make a difference in your community this year! Keep an eye out for charity events, celebrations and campaigns in the month leading up to the Appeal.

THE OBJECTIVE

The main objective is to help raise awareness of the work Hands Across Canberra does in association with the local charities that we support and to highlight community-minded businesses who are giving where they live.

HOW CAN YOU HELP?

BECOME A CHARITY'S MATCHING PARTNER

Select a participating charity and register your business to become their appeal Matching Partner. Matching Partners provide their partner charity with \$5,000 in matched funds, allowing their charity to leverage your support to raise even more money! If you are a small business and would like to match a smaller amount, our team will work with you to join a pool of matchers.

Hands Across Canberra is happy to assist you with this process, as we want to ensure that your business is partnered with a charity close to your heart. So please, give where you live this Canberra Day - your corporate support will make a huge difference for a local charity in need.

Please contact [Julie Cook](#) (see end of document) to discuss matching partnership further, and to learn more about our participating charities. [Register your interest.](#)

HERE ARE THREE OTHER WAYS

THAT YOUR BUSINESS CAN SUPPORT THE

CANBERRA DAY APPEAL

01

Create a fundraising team on our campaign portal. Details coming soon.

02

Set up Canberra Day Appeal donation material at your reception / point of sale. Show your support & encourage donations from your customers.

03

Promote your support of the Canberra Day Appeal through your social media channels. Encourage your followers to get involved & donate! We can provide the assets.



WHY SHOULD YOU JOIN?



By joining the Canberra Day Appeal, your business can achieve meaningful brand awareness amongst Canberra's decision makers. Plus, we can create opportunities for your business to connect with the charity sector in an engaging way.

Throughout the campaign your support and involvement will be highlighted in a number of ways including brand and/or logo presentation on the Hands Across Canberra website and relevant Canberra Day Appeal webpages, as well as inclusion on relevant campaign collateral distributed throughout the campaign period (February - March 2022).



YOUR BUSINESS CAN ALSO RECEIVE RECOGNITION WITHIN CAMPAIGN:

- » Press releases
- » EDMs to supporters
- » TV advertisements on WIN (reserved for businesses supporting more than one organisation)



AND YOU CAN EVEN LEVERAGE MEDIA OPPORTUNITIES WITH OUR CAMPAIGN MEDIA PARTNERS, OPPORTUNITIES INCLUDE:

- » A chance to speak at the launch event for the campaign in February 2022
- » Having the charity that you are supporting speak to your business about their community work
- » Receiving a certificate from Hands Across Canberra for your engagement with and support of the community at our media attended launch event

NEED IN THE COMMUNITY.

The ACT is generally perceived as a relatively well-off community. However, there are some concerning and hidden realities about those with real need.

1 IN 200 PEOPLE

are homeless, soaring 70% in the past five years, to now be the second highest in Australia.

1 IN 7 HOUSEHOLD

struggle to survive on a minimum income.

1 IN 25 PEOPLE

have severe or profound disabilities.

1 IN 4 YOUNG PEOPLE

will experience a mental health problem in any 12-month period.

While the government provides a range of services to these members of our community, much of the assistance comes from community organisations.

These organisations need continued financial assistance to maintain and increase their capacity to address the increasing demand. This is where Hands Across Canberra makes a difference, providing donated community funds to those organisations supporting Canberrans in need.

Contact us to find out more about how your business can get involved!

CONTACT US NOW

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CANBERRADAY.ORG.AU

Hands Across Canberra
Your Community Foundation

