

VollieCare Partnership Prospectus



VollieCare

**Volunteers supporting the
southern health community**

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Your Invitation

You are invited to partner with South Australia's largest and oldest health focussed volunteer service, VollieCare. VollieCare provides over \$2 million of Patient Care Services each year to the Flinders Medical Centre, the Repat and Noarlunga Health Centre through our range of services and supports, which include:

- Hospital guide services
- Reception for ICU and Emergency Departments
- Neo and Post Natal Reception and services
- Specialist Advanced Dementia Unit volunteers
- Amenities Trolleys
- Cancer services
- Pet Therapy
- Ward Services
- Stroke Lived Experience – Talk Back Group
- Nurture Boxes for palliative care patients
- Activity Packs for patients of all ages
- Collation and other administrative tasks
- Brownies Bus at the Repat



Who is VollieCare?

VollieCare is people; the wonderful volunteers and a small, dedicated admin team of four.

VollieCare exists to simply elevate the experience of patients, visitors, and staff within the Southern Adelaide Local Health Network (SALHN) catchment area.

We have over 350 volunteers who are mostly retired and over the age of 70. Add the positive access VollieCare has to the over 11000 SALHN staff and the approximate 145000 patients annually and visitors of the three hospitals, we have incredible personal and real reach.

And we've been doing this since 1975.

That means we are known, we are very active, we are respected, and we talk to your potential customers!

Our Activities

Our volunteers are involved in so many aspects of life at SALHN.

- Our guides provide over 55000 supports and giving of directions annually
- We give away over 600 Nurture packs to palliative care patients and their families.
- Our amenities trolley visits the Paediatric and Neo-natal wards each day, giving away food, snacks, toys, books and magazines and activity packs
- We provide over 1000 activity packs to kids and adults
- We have approximately 20 dogs come in each week for our very popular pet therapy program
- And many more patient care projects.

With all of these activities there is numerous opportunities for exposure for your brand and for your support.

The Perfect Match

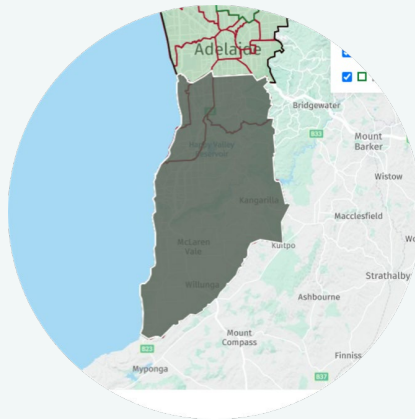
We will work with you to ensure the perfect match. This means matching your support to the activity or event that best promotes you or aligns with your business needs. We will work with you to highlight your brand, **shout** about the partnership to everyone **you want to listen!**

Why Partner with VollieCare?

A partnership with VollieCare is an outstanding opportunity to positively connect with your audience as VollieCare is part of the Southern Health Community.

This equates to Volliecare exposing you to:

- Our 350 plus volunteers
- Over 11000 Southern Adelaide Local Health Network (SALHN) Staff
- Approximately 145000 patients and visitors annually
- And the southern area of Adelaide, with its population of approximately 400000



A partnership with VollieCare is an excellent platform for your organisation to champion your role in being an active and contributing member of the Southern Adelaide Community. Becoming a partner with VollieCare is a great marketing strategy as it mutually benefits your image as well as having a positive impact on the community you operate in.

According to Virtue Impact (<https://www.virtueimpact.com/post/cause-marketing-metrics>) the benefits of partnering with a cause equals:

- Purpose-driven marketing campaigns can **increase sales by 50%**.
- Supporting a cause with your business can **increase customer conversion rates by 10%**
- **79% of consumers are more likely to buy a product** that is committed to solving social and environmental issues.
- **70% of customers are willing to spend more on products** that align with social and environmental sustainability
- **75% of consumers are likely to stay loyal to a brand** that supports a social or environmental cause that brands that do not
- **89% of customers will move to the competition** if a brand is not committed to social responsibility

It boosts your brand image

Collaborating with VollieCare puts your brand in a favourable light. This is because you'll likely appeal to customers that support and resonate with VollieCare and a healthy society. You may also strengthen the relationships you have with existing customers and increase their brand loyalty when they realize your business is purpose-driven and cares about more than just profit.

It helps your brand stand out from the competition

There are thousands of brands for customers to choose from, which is why making yourself stand out from the competition is key. When given a choice, people will likely pick a brand that is affiliated with a social cause over one that isn't. This means by engaging with VollieCare, your business will be able to increase sales and make more money than other businesses in the same industry.

Increases employee morale

People love working for companies that make a difference as much as they love supporting them. Research shows that millennials are the largest generation in the workforce and they love doing work that has a purpose. They value making a positive societal impact and being proud of where they work, which is why partnering with VollieCare is a good way to increase employee morale.

Partnership Opportunities

Why Become a Gold or Silver Partner?

Your investment of \$10,000 to \$20,000, during the course of a year, will help us to fund a broad range of VollieCare projects, support initiatives and importantly support patients and palliative care patients.

The Benefits of Investing in the Gold and Silver Partnership Program

VollieCare has a fifty-year history of working with and supporting health in southern Adelaide. Aligning your organisation with us immediately adds to the credibility of your brand, providing cut through in today's socially conscious world.

Brand exposure through our promotional activities will provide a unique opportunity to align with any corporate social responsibility goals.

Sharing outcomes and success stories throughout the year will create opportunities for expansion of your organisation's content strategy.

With the support of our partners, the opportunities for the better health can become real and life changing.

Return on Investment

- A tailored communication and engagement plan which may include but not be limited to; joint media releases and story submissions, internal communication programs, social media posts, bespoke employee engagement program (e.g. participation in volunteers events; workplace giving program, etc).
- Your company's logo will feature prominently on our home page and partnership page Volliecare website. A link from our website to yours will provide easy access to your products or services.
- Your logo on our Volunteer Shirts (minimum 3-year commitment)
- Invitation to our annual Recognition Executive Event
- Your logo and information on VollieCare signage/installations throughout the hospital
- Allocation of the \$500.00 Volunteer of the Year Award.
- Visual sponsorship recognition and acknowledgement as the Gold Sponsor at all VollieCare events.
- Your company logo will feature prominently in our regular stakeholder EDMs and newsletters (over x subscribers).
- Acknowledgement of your contribution and your logo in our Annual Report.
- We will include an article in four of our newsletters to promote your organisation's services or a specific news story.
- You get to use our VollieCare logo in your marketing and promotional material to let your customers know how you are supporting health in the Southern region.
- Opportunities for your staff to volunteer with us, to build company culture and increase staff happiness.

From little things, big things grow...

Different ideas and opportunities for building the partnership and raising funds:

Partnership: Your support means VollieCare can achieve more of our vision, and you get great exposure and marketing opportunities

Licensing: You use VollieCare's intellectual property, such as a logo, on your products and marketing materials, so your customers know you are a good corporate citizen.

Donations at point of sale: Your customers simply add a donation to VollieCare on top of their purchase, or by having a VollieCare Donations box.

Product sales campaigns: Your organisation pledges to donate a percentage or a set amount from the sale of certain products.

Round-up campaigns: Your customers donate to VollieCare by rounding up their transactions to the nearest dollar or amount set by you.

Incentive-based campaigns: Your organisation pledges to make a donation for each customer who comes to you as a result of your association with VollieCare.

Matched giving: Your organisation pledges to match donations made by others (customers, employees, event participants).

Event sponsorship: Your organisation sponsors a VollieCare event, like our Volunteer Recognition Ceremony

Patient Care Partner: become a financial partner in providing VollieCare Patient Care services

Opportunities and recognition at a glance

| | Gold Partner | Silver Partner | Event Sponsorship (supporting our Volunteer Recognition Ceremony) | Volunteer Fuel (buying a thank you coffee and cake for our volunteers each week) | Product Partner (purchasing goods for our amenities trolley) Or donation of product | Fundraising Partner (Naming Rights sponsor our Hospital Scavenger Hunt Fundraiser) | Activity Pack Sponsor (purchasing items for our Patient Activity and Nurture Packs) |
|--|--------------|----------------|--|---|--|---|--|
| | \$20000 | \$5000 | \$1000-\$2500 | \$2000 (4 available) | \$1000 | \$3000 | \$1000 - \$10000 (4 available) |
| Profile, Logo and Link on website – HOME page | ✓ | ✓ | ✓ | | | | |
| Profile, Logo and Link on website – Partnership Page | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Logo on Volunteer Shirt (3 year commitment) | ✓ | | | | | | |
| Logo and link on website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Spot on our Digital Honour Board | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media Stories | ✓✓✓✓✓✓✓ | ✓✓✓ | ✓✓ | ✓ | ✓ | ✓ | ✓ |
| Profile, Logo and Link in the newsletter | ✓✓✓✓ | ✓ | ✓ | ✓ | | ✓ | ✓ |
| Profile and Logo in Annual Report | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo and information on Guide Desks | ✓ | ✓ | | ✓ | | ✓ | |
| Logo and information on office reception desk | ✓ | ✓ | | ✓ | | | ✓ |
| Email Tagline | ✓ | | ✓ | | | | |
| Your promotional | ✓ | ✓ | | | | ✓ | |

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|--|------|----|----|----|---|----|---|
| material sent to our database | | | | | | | |
| Signage (as agreed by SALHN) in the hospital | ✓ | | | | | | |
| The VollieCare Spirit booklet | ✓ | ✓ | ✓ | | | | |
| Short presentation at VollieCare events | ✓ | | ✓ | | | | |
| Certificate of appreciation | ✓ | ✓ | ✓ | ✓ | | | |
| Invitations to events | ✓ | ✓ | ✓ | | | | |
| Profile and logo in Activity Packs | ✓ | | | | | | ✓ |
| Recognition Executive Event | ✓✓✓✓ | ✓✓ | ✓✓ | ✓✓ | ✓ | ✓✓ | ✓ |

Comparing Advertising Spends

Campaign advertising costs vary widely depending on several factors, including the type of ad, the platform used, the target audience, and the campaign's duration and scope. On average, the majority of businesses over \$1m annual turnover pay \$50 - \$6,000 per month on marketing in 2025. Online advertising can range from \$3 to \$10 per 1,000 people reached once, while traditional offline advertising can cost \$22 or more for the same reach. Social media advertising can cost \$15 to \$200 per day, with monthly ad spends ranging from \$200 to over \$50,000, according to Nutshell.

We are offering continual and targeted reach for a year, with a combination of:

- online,
- social media and
- offline advertising

for less than \$20 per month per 1000 people reach.

Therefore, combined with the benefit of a cause related link, supporting VollieCare is a smart marketing spend.



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