



**BECOME A  
CORPORATE  
KINDNESS  
WARRIOR**

**AND  
HELP CREATE  
CONNECTIONS  
THAT CHANGE  
LIVES**

**CORPORATE PARTNERSHIP PROGRAM**

**BE  
SOMEONE** FOR  
SOMEONE  
Tackling loneliness  
together

Initiative of

 **feros care**  
GROW BOLD



Be Someone For Someone is a charitable initiative of Feros Care, with a bold and ambitious vision to tackle loneliness head on.

# TOGETHER WE CAN ACHIEVE GREAT THINGS

Are you looking for an opportunity to differentiate your organisation, engage with the community and really make a difference?

Today's most talented employees, discerning customers and engaged stakeholders all favour organisations that strive to give back.

Connecting with a charity is a powerful way to show your stakeholders that you care about the same things that they do. By making charitable giving an important part of your business strategy, you enhance your brand at every single step.

**3 GREAT  
REASONS TO  
CONNECT WITH  
A CAUSE**

**85%**

**OF CONSUMERS**  
look more favourably  
on businesses that give  
to a charity they  
care about.<sup>1</sup>

**26%**

**INCREASE IN SPEND**  
by consumers  
with companies who  
are perceived as  
giving back.<sup>2</sup>

**81%**

**OF APPLICANTS**  
consider an organisation's  
commitment to social  
issues when deciding  
where to work.<sup>3</sup>

## WHY PARTNER WITH US?

Of course, partnering with the right charity is crucial to great outcomes. When you work with Be Someone For Someone at Feros Care, you will positively impact the lives of people suffering the crippling epidemic of loneliness in Australia. You will also benefit from:

- ✔ Flexibility – we tailor our partnership to suit you
- ✔ Impactful programs which are formally evaluated – giving assurance that your support really will change lives
- ✔ Our know how, strong reputation and award-winning brand that reflects well with yours. We bring innovation and energy – both hallmarks of how we work
- ✔ Our expertise - we've been helping people live bold lives for more than 30 years
- ✔ Experienced corporate teams to support our partnership

► **DISCOVER HOW OUR PROGRAMS ARE PROVEN TO TACKLE LONELINESS, AND HOW YOUR ORGANISATION CAN GET INVOLVED.**

## IMPACTFUL PROGRAMS

**100%**

**OF PARTICIPANTS**  
reported their lives  
had been improved by  
being more connected  
through our Let's Get  
Technical Program.

**70%**

**OF PARTICIPANTS**  
reported that they  
enjoy much improved  
socialisation through  
use of our Virtual  
Social Centre.

1. Cone Communications Cause Evolution Study, 2010 2. Journal of Consumer Research, Feb 26, 2020.  
3. <https://www.1mdonors.org.au/the-case-for-workplace-giving/>



Now that I have it I can't imagine life without it. It is a reason to keep going and gives me motivation and purpose.

Elisabeth, NSW  
Virtual Social Centre

## LONELINESS HAS DEVASTATING CONSEQUENCES. IT'S AN ISSUE EVERYONE CAN RELATE TO.

Loneliness is a growing killer and at epidemic levels. Chronic loneliness can lead to anxiety, depression and even suicide, increasing risk of premature death by 26%.<sup>4</sup>

### BUT THE GOOD NEWS IS, WE CAN TACKLE IT – TOGETHER.

Humans are social beings. We thrive on social connection. Feeling valued and enjoying meaningful relationships with others is as vital to our health and happiness as the air we breathe. Yet the shocking truth is that today, over 80% of Australians believe our society is becoming a lonelier place. Loneliness now affects a staggering one in four Australian adults, across all ages and backgrounds.<sup>5</sup>

The evidence is startling and it shows that if left unresolved, loneliness has a devastating impact on our health.<sup>4</sup> When we are lonely, we are prone to eat and drink more and exercise less. Loneliness can be a precursor to chronic disease and as harmful to your health as smoking 15 cigarettes a day.<sup>4</sup>

► **WE DON'T THINK ANYONE SHOULD BE LONELY AND WE'RE SURE YOU AGREE. JOIN US IN DELIVERING PROGRAMS THAT ARE PROVEN TO MAKE A DIFFERENCE.**



## PROVEN PROGRAMS

At Be Someone For Someone we design, implement and scale a range of impactful programs that support people to engage their innate skills of sharing, connecting and taking care of each other. Ultimately, they help people move from being lonely and anxious to happy, healthy and connected.

At Be Someone for Someone, we know it's possible to support people to build meaningful connections so that they can live happier, healthier lives. We have the proven programs that help people do just that. Join us in ending loneliness – with your support more lonely and isolated people can access our programs which:

- ✔ Provide companionship
- ✔ Develop social confidence so people can connect with others and enjoy community activities
- ✔ Help people who are unable to socialise physically to get together in our lively Virtual Social Centre
- ✔ Provide technology and the skills to use it – so people can connect online
- ✔ Help communities recognise those suffering loneliness, and find ways to include everyone
- ✔ Connect people with shared experiences to support each other

Loneliness is increasing all around us and the need for this work has never been greater. But sadly, most people experiencing loneliness have nowhere to turn.

► **BY LENDING YOUR CORPORATE SUPPORT, YOU CAN MAKE THESE PROGRAMS AVAILABLE TO MORE AUSTRALIANS WHO DESPERATELY NEED HELP.**

## YOU CAN HELP US SHIFT THE ISSUE OF LONELINESS.

From being unknown and stigmatised to being understood and supported.

From individual burden to collective responsibility.

From quantity of connections to quality of connections.

From charitable action to mutual reward.

# THE BENEFITS OF CONNECTING TO THIS CRITICAL CAUSE

We are all susceptible to loneliness. We can all relate to the issue. By teaming up with Be Someone for Someone, your company can show it's doing something about one of the most pressing social issues of our time – and enhance your brand in so many different ways.

▶ TOGETHER, WE CAN SHOW YOUR CUSTOMERS, STAKEHOLDERS AND STAFF THE WONDERFUL IMPACT YOUR SUPPORT HAS ACHIEVED – WITH POWERFUL STORIES AND RICH CONTENT.

CONSUMERS  
SPEND  
**26%**  
more with companies  
who are perceived as  
giving back.<sup>6</sup>

**62%**  
OF CEOS  
say that helping employees  
be involved in socially  
responsible activities  
is the key to  
attracting  
talent.<sup>7</sup>

## 5 GOOD REASONS TO CONNECT WITH US:

1

### ATTRACT TALENT

Studies show that a company that cares is one of the top factors young people consider when deciding where to work. Partnering with us demonstrates that your business has a social and community conscience and real heart. That's a powerful tool when hiring great talent.

2

### BUILD EMPLOYEE LOYALTY

Employees who work for companies that give back are also much more likely to stay. Research shows that 79% of staff who participate in a charitable giving program remain with their company for more than 3 years, and 56% stay for more than 7 years.<sup>8</sup>



**3**

### **GET EMPLOYEES ENGAGED**

Employees feel a sense of pride and purpose when they know their organisation is making a difference in the community.<sup>9</sup> Partnering with Be Someone For Someone gives your staff the chance to feel their collective impact on a cause that matters – and feel proud of their work and their workplace.

**4**

### **ATTRACT CUSTOMERS**

Customers want to be associated with brands and organisations that are community-minded. They expect your company to give back – and the good news is they'll thank you generously for it. Consumers spend 26% more with companies who are perceived as giving back.<sup>6</sup> When you support Be Someone For Someone, you're supporting a cause that your customers can relate to.

**5**

### **ENHANCE YOUR BRAND**

Make support for Be Someone For Someone part of your strategy. Help your employees give back so that they can experience the joy of making a difference to someone's life – and enhance your brand in the process. 85%<sup>10</sup> of consumers have a better outlook on a brand or businesses that gives to a charity that they care about. When you connect to Be Someone For Someone, that brand could be you.

# HOW YOU CAN HELP TACKLE LONELINESS

1

**BECOME A CORPORATE SPONSOR WITH A FINANCIAL DONATION OR VALUE IN KIND.**

Align your brand with a trusted, award winning charity. We'll help you to showcase your commitment to community with rich content about the impact of your support.

2

**SHOW YOU CARE AND LEAD BY EXAMPLE WHEN YOU IMPLEMENT A WORKPLACE GIVING PROGRAM.**

A great Workplace Giving program creates a strong workplace culture, by helping staff give back to the community, with their employer's support.

THE BEAUTY OF WORKPLACE GIVING IS THAT IT IS SIMPLE AND EASY TO SET UP. WE CAN SHOW YOU HOW, OR INTRODUCE YOU TO OTHER ORGANISATIONS WHO ARE HAPPY TO SHARE THEIR SUCCESS STORIES.

3

**SPONSOR A SPECIFIC PROGRAM, OR A NUMBER OF PROGRAM PARTICIPANTS.**

Deepen your brand's impact by 'hosting' a specific program, seeing directly how your support changes lives.

4

**SHARE YOUR KNOWLEDGE BY GIFTING PROFESSIONAL SUPPORT.**

Offer your firm's expertise as value-in-kind and create positive brand associations, simply by doing what you do best.

5

**ENCOURAGE YOUR STAFF TO GIVE BACK THROUGH VOLUNTEERING.**

Allow your team to give back by donating their time, skills and passion in corporate support roles, or working with our program participants and events. It makes everyone feel good.

6

**WATCH YOUR CORPORATE CULTURE THRIVE AS YOU PARTICIPATE IN OUR CORPORATE TEAM BUILDING EVENTS.**

Our tailored programs provide a fantastic opportunity for your team to learn about tackling loneliness, build team spirit through community work and help others at the same time.

**TAILORED PROGRAMS**

Contact us today and let us tailor a program for you. You'll find our contact details on the back page.



# HOW WORKPLACE GIVING GIVES BACK TO YOUR BUSINESS

Offering a tax efficient Workplace Giving program is an easy way to build team culture, helping employees to give back by donating to causes they care about.

## IT'S SIMPLE AND PAINLESS.

- 1 Together, employees decide which causes they would like to support, (including Be Someone For Someone, we hope!)
- 2 They choose the amount they wish to donate and instruct the organisation to deduct it directly from their wage. That way, they get the tax benefit, every pay day, making their donation go further.
- 3 You distribute the donation to employees' selected charities.

## SMALL CHANGE. BIG DIFFERENCE.

Even the most modest of contributions add up to make a massive difference. Workplace Giving schemes mean we can scale and expand our range of programs to help end chronic loneliness for thousands of Australians.

Power it up! You can double the all-round impact by matching employee donations – an approach organisations find tax efficient and that employees love.



# RESOURCES AND SUPPORT FOR OUR CORPORATE PARTNERS

We will tailor our business partnership to suit your organisation's needs. We'll also provide you with powerful content to show how you're helping Australians beat loneliness - which you can share with staff and customers, so that they can see and feel the impact of your support.

## OPPORTUNITIES INCLUDE:

- ✔ Access to a rich library of stories/case studies and testimonials to include in your own collateral, communications, tenders, proposals and reports
- ✔ Employee involvement in events and programs, including structured volunteering to 'give back'
- ✔ Amplify your brand with inclusion on the Be Someone For Someone website, promotional materials, social media, events and media partnerships
- ✔ Public acknowledgment on appropriate collateral and at events
- ▶ **PARTNER WITH BE SOMEONE FOR SOMEONE IN TACKLING LONELINESS. NOT ONLY WILL YOUR ORGANISATION CREATE REAL SOCIAL IMPACT, BUT YOU'LL BE GIVING YOUR STAKEHOLDERS THE CHANCE TO EXPERIENCE HOW GREAT IT FEELS TO CHANGE LIVES AS WE SHARE THE OUTCOMES OF THEIR SUPPORT IN ACTION.**





## CONNECTING WITH CONFIDENCE

Partnering with us means your donations and your brand are in great hands.

Be Someone For Someone is a charitable initiative of Feros Care, a leading not-for-profit provider of people care across Australia. Each year, Feros Care supports over 65,000 people to live bold and healthy lives.

We are a long-term partner to the Commonwealth, continually trusted to deliver and scale large contracts and award-winning services for over 30 years. We've seen the growing crisis of loneliness up close. Our up-to-the-minute research means we know what needs to be done to make an impact.

### OUR MISSION IS TO:

- ✔ Raise awareness of the issue of loneliness at all levels of Australia so that we can tackle loneliness together
- ✔ Continue to understand loneliness so that our innovative solutions are targeted; making a world of difference to those who need it most
- ✔ Implement and scale tools, resources and programs that really help people to live a happy connected life

**But there are many people who need our help. And that's where you come in.**

To help you experience the impact of your support, we offer as many opportunities to connect and engage as you would like. When you partner with Be Someone For Someone, it's more than just a charitable act – it's the start of a meaningful connection.

For us, for you and for the people whose lives we change.

▶ **TOGETHER WE CAN ACHIEVE GREAT THINGS**



Want to have a visible social impact on one of the most critical issues of the century – and need a partner to make it happen? Please call us – we'd love to partner with you to BE SOMEONE FOR SOMEONE.

**Let's tackle loneliness together.**

## PLEASE CONTACT **JO WINWOOD** TO DISCUSS A TAILORED PROGRAM FOR YOUR ORGANISATION.



**JO WINWOOD** HEAD OF BE SOMEONE FOR SOMEONE

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Initiative of

