

Corporate Partnerships Recognition Strategy



In Australia, almost 1 in 4 people experiencing homelessness are children and youths aged under 18.

That's 26,785 young people without a safe place to call home on any given night.

Australian Bureau of Statistics: 'Census of Population and Housing: Estimating Homelessness' (2016).

Youth Off The Streets is a leading Australian youth services organisation. We work together with young people, their families and communities to create safety, provide support and offer opportunities to break the cycle of disadvantage.

Since being founded in 1991 by Father Chris Riley, we have grown to deliver a range of integrated services spanning homelessness and housing, education, skills and training, and individual, family and community support.

We focus on providing strengths-based strategies and positive options that empower young people to build a better future and strengthen their communities.

Every year, we support and empower over 4,000 young people across Australia, with services in New South Wales, Queensland and Victoria, including:

- **Homelessness and housing services** – crisis refuges, transitional accommodation, Street Walk outreach program, Food Van
- **Education** – six accredited independent high schools offering alternative education and employment pathways
- **National Scholarship Program** – offering disadvantaged young people across Australia the chance to pursue their education and training goals
- **Alcohol and Other Drugs treatment, and mental health support** – rehabilitation, family counselling, community reintegration
- **Engagement and Support** – 1:1 case management, educational initiatives in at-risk schools, safe diversionary activities
- **Cultural support programs** – outreach in regional NSW, cultural reconnection programs, specialised education with a focus on First Nations young people
- **Integration** – reconnecting disengaged youth with the community through mentoring, service learning, and young parents' programs
- **Registered Training Organisation** – nationally accredited vocational education and training (VET)
- **Employment** – assisting young people in work readiness skills and employment opportunities.

Corporate Partnerships Recognition Strategy



Recognising your support

We can tailor a supporter recognition plan in line with your requirements and level of support, with acknowledgement opportunities including:

- **Social impact** by supporting a program that delivers outcomes in line with your community investment focus, connecting your brand to positive societal change
- **Volunteering** opportunities to engage your members, e.g. Food Van, outreach, renovation projects
- **Recognition** in our Annual Report, social media, Youth Off The Streets website
- **Content** including case studies and images for your newsletters and PR materials
- **Invitations** to Youth Off The Streets events and community engagement initiatives
- **Support** from a dedicated account manager

We have a structured recognition framework to ensure we provide equitable and consistent recognition to our supporters in the corporate sector.

The framework covers aspects including: program/service sponsorships, staff engagement program (volunteering), media (including social media), program outcomes where applicable, and support model.

Our current partner levels are:

- Bronze Level Supporter (\$25–50K p.a.)
- Silver Level Supporter (\$50–100K p.a.)
- Gold Level Supporter (\$100–150K p.a.)
- Platinum Level Supporter (\$150K+ p.a.)

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

Corporate Partnerships Recognition Strategy



	Platinum	Gold	Silver	Bronze
Contribution p.a.	\$150,000+	\$100,000+	\$50,000+	\$25,000+
Level of Service				
CEO will attend one event p.a.	✓			
One visit to a Youth Off The Streets service location p.a.	✓			
Service or program staff member will attend one event p.a.	✓	✓		
Dedicated account manager, including regular meetings and presentations	✓	✓	✓	✓
Endorsed fundraisers with Youth Off The Streets staff onsite	✓	✓	✓	✓
Brand Access				
Media release to announce partnership	✓			
Organisation logo and article in Annual Report	✓			
CEO letter thanking staff and acknowledging partnership	✓	✓		
Partnership story in Youth Off The Streets corporate e-newsletter	✓	✓		
Service or program staff may be filmed (requires prior approval)	✓	✓		
Reciprocal use of logo and 100-word partnership description on website	✓	✓		
Youth Off The Streets 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	✓	✓	✓	✓
Outcomes / Impact Reporting				
Outcomes and impact report as agreed in MOU	✓	✓		
Progress reporting as agreed in MOU	✓	✓	✓	
Program reporting as agreed in MOU	✓	✓	✓	✓
Engagement Opportunities				
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*	✓	✓		
MOU volunteering (e.g. Lunch and Learn, working bee, Street Walk)	✓	✓		
Invitation to Youth Off The Streets events	✓	✓	✓	✓

*Youth Off The Streets holds two major flagship events per annum, however these have been cancelled during FY20/21 and FY21/22 due to COVID-19.

Corporate Partnerships Recognition Strategy



A message from our CEO

Youth Off The Streets has provided vital support services to young people experiencing disadvantage for 30 years. As our Founder, Father Chris Riley, has said: we will never stop advocating for young people and we will never stop offering our nation's most vulnerable the chance for a brighter future. We do this through early intervention, education, rehabilitation, safe accommodation services and psychological care.

Our corporate partners are essential to our work and the positive outcomes we achieve for individuals and the wider community. Thank you for interest and support for Youth Off the Streets and the young people we empower to turn their lives around.

Lex Nadine Lutherborrow
Chief Executive Officer

NO SAFE PLACE TO CALL HOME

Jessie*, 17 had the courage to leave an abusive home, couch surf with friends for four months before coming to Don Bosco Home and seeking help. At such a young age, Jessie has had to overcome so much already.

When she showed up at Don Bosco Home, she was receiving no income, had disengaged with education and employment and was self-medicating with cannabis on a daily basis. At Youth Off The Streets we believe that no matter what situation a young person finds themselves in, there is always a way out.

Jessie worked with the staff at Don Bosco Home and developed some achievable goals to start on the road to recovery. She struggled at first with the house rules and curfew as she had been independent for a long time already. Gradually, the youth workers and staff at Don Bosco Home supported Jessie in her adjustment with regular case meetings, encouragement and support.

Jessie was able to obtain Centrelink payments, basic identification documents and to re-engage in employment through accessing a local youth employment program. The next thing on the

agenda was her cannabis use. Staff worked with her to identify her triggers for use and get them under control.

Living independently requires a lot of skills that we sometimes take for granted and part of Jessie's recovery was to learn those skills. The staff at Don Bosco Home helped her develop many skills needed to live independently including; cooking, budgeting, and time management. Staff also worked with her to develop communication and conflict resolution skills to assist her in maintaining relationships with friends and family.

After staying at Don Bosco Home for approximately four months, Jessie was offered transitional housing. She obtained full time employment within the hospitality industry and left Don Bosco Home with the skills to live on her own.

Jessie said that she wouldn't have been able to meet the goals she set without the support of the staff and the welcoming and accepting environment of Don Bosco Home.

She is just one success story among the many and we wish her all the best with her future.

*Name changed for privacy reasons.