



# Supporter prospectus 2023

Let's give our kids the best start possible at school



[www.schoolsavvycq.com](http://www.schoolsavvycq.com)

Having the right resources to engage in education can make a significant difference to every child's future.



Getting children ready for a new school year can be a struggle for many families. School Savvy CQ is an initiative designed to help.

**School Savvy CQ aims to help as many children as possible be 'back-to-school ready,' with the appropriate resources required to succeed.**

This ensures that back-to-school costs are not a barrier to accessing education and reduces the child's risk of isolation and disengagement.

A growing body of research (e.g. Australian Institute of Health and Welfare Family Matters; OECD International Early Learning and Child Wellbeing Study) tells us that kids who are less

ready to participate in schooling have poorer long term outcomes across a range of indicators.

To help ease the back-to-school financial pressure that some families face, School Savvy brings together second hand uniforms, common booklist stationery supplies, and hairdressers for back-to-school hair cuts.

Returning kids to school for the new year with the right resources means that the impacts of the financial distress some families face will not stand in the way of a quality education.

Our conversations with parents and teachers have unfortunately revealed a steady increase in the number of students starting the school year without adequate clothing, shoes, books, pencils and other equipment.

**Education is key to helping breaking the poverty cycle**





# school savvy *by the* numbers

by CatholicCare  
CENTRAL QUEENSLAND

While we long for a day where programs like School Savvy CQ are no longer required, we take comfort in knowing that our community can work together to provide help and support to families in need.

School Savvy CQ's attendance statistics highlight the scale of need for such a program, even during times not impacted by COVID-19. Research by the Mitchell Institute in June 2020 indicated that between 10% and 25% of families were suffering from employment related stress.

While the true impact of COVID-19 is still being researched, modelling from the Grattan Institute indicates that the numbers could rise to between 30% and 45% of families.

This incredible demand is what demonstrates why securing local support, donations and sponsorship is essential in ensuring that School Savvy can continue to help as many families as possible.

School Savvy is committed to supporting children to have a great start to the school year, despite their economic circumstances.

in **January 2022...**



## Our origins

CatholicCare delivered Central Queensland's first School Savvy program in January 2019, drawing on our vast experience in supporting the vulnerable.

Our approach to delivering School Savvy ensures that people are empowered to make choices when in situations where many things are not in their control. This approach helps people to maintain a healthy mental wellbeing, by significantly reducing the psychological impacts associated with living through a difficult situation.

## Our organisation

CatholicCare is the longest running, not-for-profit local social services organisation in Central Queensland, providing professional community services for over 45 years.

Long known as CentacareCQ, CatholicCare Central Queensland employs more than 380 staff members and dedicated volunteers, we are a large, vibrant and well-respected community organisation.

We work to encourage and strengthen individuals, couples and families through our broad range of services, which include family and community support and education, aged care and disability support in addition to counselling sessions.

CatholicCare's mission is to share in the healing ministry of Jesus by providing community services to enhance the wellbeing of individuals and families. Our dominant purpose is to provide direct relief of suffering, stress, misfortune, disability or helplessness, sickness and the effects of poverty for the benefit of our community.

Our reach extends from Mackay in the north, to Bundaberg in the south, and out to Longreach; with offices in Bundaberg, Gladstone, Rockhampton, Yeppoon, Mackay, Longreach, Emerald and Blackwater.

# Supporter contributions

100% of all donations to School Savvy go directly towards helping children of struggling families be back-to-school ready.

Your valued support helps to provide uniforms, stationery and back to school haircuts to children from local families during a week of pop-up shops across the Central Queensland region.

**Supporting partners are encouraged to get involved in a number of ways, including:**

- Donating cash
- Donating uniforms
- Donating new school stationery
- Donating services or skills (for example offering haircuts)

# Pop-up shops

Providing low-cost second hand uniforms and essential booklist stationery supplies, School Savvy's pop-up shops reduce the financial stress of purchasing expensive new school resources.

Families who are experiencing tough financial times are welcomed to attend the pop-up shops throughout the week. The School Savvy program does not discriminate with a restrictive eligibility criteria and operates on an honesty policy of 'take only what you need'

All money generated from pop-up shop sales is immediately put back into the program, being used to restock the shops as items sell out.

**Our 2023 pop-up shops will be open in mid-January across the following locations:**

- Rockhampton
- Bundaberg
- Mackay
- Capricorn Coast
- Mount Morgan
- Gracemere
- Gin Gin
- Childers

# Supporter benefits

Doing a good deed and giving back to the community is priceless, but we do understand that there is a need for businesses to demonstrate a return on investment beyond social benefit.

As a guide, a selection of supporter benefit packages are listed below for your consideration. These packages demonstrate how far your money will go, and the assets and promotional items your business will receive in return.

(All donations, no matter what size, are important, welcomed and will be used to help children in our community.)

## BRONZE Supporter

**\$1,000 = over 50 Children Assisted**

- Recognition of sponsorship on the School Savvy CQ website
- Certificate of appreciation to recognise your supporter contribution
- Post event evaluation report, including the number of children/families supported

## SILVER Supporter

**\$2,000 = over 110 Children Assisted**

- All the benefits of the Bronze package +
- Organisation logo displayed at the pop-up shop
- Business shout-out post on the School Savvy CQ Facebook page

## GOLD Supporter

**\$5,000 = over 275 Children Assisted**

- All the benefits of the Silver package +
- Supporter video filmed and uploaded to the School Savvy Facebook page
- Organisation profile to be used as a blog contribution CatholicCare website

## PLATINUM Supporter

**\$10,000 = over 550 Children Assisted**

- All the benefits of the Gold package +
- Logo to be included on media board used as background for School Savvy wrap up video interviews, and potential news media opportunities
- Organisation profile/advertisement included in CatholicCare Chat newsletter circulated to over 3000 clients and stakeholders throughout Central Queensland



*Become a* **supporter today**

Call **1300 523 985** or visit **[schoolsavvycq.com](http://schoolsavvycq.com)**

Our team is ready to discuss your support options  
and answer any questions you may have.

**You can make a real difference to a local child's life!**



[www.schoolsavvycq.com](http://www.schoolsavvycq.com)