



**TALK TO US TODAY**

**Althea PROJECTS**  
FAMILIES | CHILDREN | COMMUNITY

To get involved and really make a difference, please contact:  
Mandy Thompson CEO  
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**Sponsorship and Fundraising Prospectus**

Be part of a local organisation by becoming an Althea Projects Inc. Angel Partner and you will be part of an organisation that has been helping thousands of NQ families over the last 40 years.

## FACT

Since January 2011 – December 2014, Althea Projects has accepted approximately **5000 ADMISSIONS** into the service and provided local care, assistance and support to approximately **300 individual CHILDREN** and their families per year...

## FACT

Althea Projects: Wee Care Residential Service is the **ONLY funded service** of its type in Qld.

**H**owever, in July 2014 the service became aware of some changes to the penalty rate provisions. In short, previously the service was exempt from paying penalty rates to staff but as of 1 July, 2014 the penalty rates applied to all afternoon, evening and weekend shifts.

**Resulting in a \$100,000 a year increase in wages for Wee Care Residential Service.**

**A**lthea Projects has been to the government funding body to seek extra \$\$\$ to cover these wages but there has been no success.

As a result, the organisation has had to make the tough and radical decision to close the very much needed Wee Care Residential Service between 5pm Saturday and 9am Monday.

We still offer on call emergency accommodation to our emergency partners such as Queensland Police Service and the Townsville Hospital, but we have been unable to financially afford to offer the weekend and after hours respite care to families when they need it most.

Many families whom we offer respite are like you and me, but they have either lost their support network or just need someone to lend them a helping hand, a different perspective and some guidance. The support we offer enables the family to remain functioning as a stable family unit, more importantly – it assists the family and ultimately the children to not face statutory intervention such as **entering the child protection or legal system**.

The fundraising campaign seeks to mobilise wider community support from you, me, mums and dads, neighbours, work colleagues, business and community organisations to allow Althea Projects Inc. and our residential service continue to offer early intervention and prevention programs and respite to our families and children.

## WHY BECOME AN ALTHEA PROJECTS INC. PARTNER?

We need to raise **\$100,000** so that our unique service can continue to work with the families and for our community, working together to end family breakdowns, child abuse and neglect and improve the lives of NQ children and families in need.

Almost 300 local children per year receive support from Althea Projects Inc. Without this support and care the children are vulnerable to family breakdown and the risk of harm to the children is increased.

Approximately 1 in 4.2 children in Queensland will enter the child protection system and/or be removed from their family unit as a result of their carer's being unable to offer the care and protection required.

The majority of the community believes that child protection is everyone's business and more should be done to support families from an intervention and prevention framework, by services that are equipped, specialised and part of the community.

Your support as an Althea Projects Inc. campaign and community partner will demonstrate your commitment to ensuring our local community is a safe, strong and healthy place for all families, children and youth.

## WHO WILL YOU BE HELPING EXACTLY?

The families who require respite and support from Althea Projects Inc. are just ordinary families, like yours and mine, who may be experiencing:

- » financial hardship
- » domestic and family violence
- » medical needs
- » limited or no family support
- » mental illness
- » hardship resulting from a low level disability (not high care physical needs nor high care behavioural needs)
- » additional pressure resulting from being Grandparents/next of Kin caring for children in need

## HOW CAN YOU HELP RAISE \$100,000?

Althea Projects Inc. is taking all donations that will go toward reinstating our residential services to those families and children in need after hours and over the weekend.

**The donations will enable us to REOPEN** the much needed Wee Care Residential Service between 5pm Saturday and 9am Monday. Giving families in our local community support, respite and care and contributing toward keeping children safe and families together.

The closure on Saturday and Sunday nights means that there are now approximately 6+ families per weekend that cannot get respite care; on average this results in approximately **10-15 children per week** being placed at significant risk of family breakdown. **If the Wee Care Residential Service is not available** this leaves children and their families without the care and support they desperately need to improve their lives, break the cycle and start the process to leading healthy and happy lives and making positive contributions to their community.

## ONGOING PARTNERSHIP OPPORTUNITY

In 2015, Althea Projects Inc. will be working on bringing the local NQ communities together to end the cycle of child abuse, and better assist families in their times of need to avoid family neglect and breakdowns and violence. We will be working with North Queenslanders to spread the message that this is a social issue affecting the whole community that requires a whole of community response – making it everyone's responsibility.

Althea Projects Inc. will be focussing on building community commitment and education through our fundraising campaign comprising 40 activities to be held across the NQ Community, throughout 2015 for all families and children to enjoy and participate in.

These activities and events will be supported and sponsored by people and businesses like you. We will be taking the message viral which means all our supporters and sponsors will feature on our multimedia advertising, website, marketing collateral, convenience advertising and at upcoming events and activities, as well as mentioned in any media coverage offered by the local media outlets.

## FACT

The impact is far reaching, it has a flow on effect to the broader community.  
**It is the sad reality.**

## FACT

Althea Projects Inc. has been providing this trusted service to thousands of families over the last **40 YEARS** right here in the NQ Community.

## FACT

Your contributions will be helping these families and others when they **need it most**.



## ADVERTISING AND PROMOTION

The campaign will commence shortly to generate much needed funds for the Residential Service as well as launching our fundraising site - [GiveNow.com.au](#) where you can make direct contributions, online, automatically and easily.

We will also be launching our new branding and new multimedia platforms including the new website. Advertising will be used to reach a broad section of the community and demonstrate business and community coming together to take action. Sponsors' and partners' support and their logos will appear on advertising materials.

The strategy will also push community members and organisations to find out more about Althea Projects Inc. but also our community and how everyone benefits from working together to support each other for the betterment of our families and ultimately our community.

The main platforms offering the education and information about Althea Projects Inc. and the critical Residential Service will be through multi media advertising, the newly constructed website, Community and Business pods and the online events calendar for 2015/2016.

To find out more about how to get involved and provide support to those in our community who need it most, contact Mandy Thompson CEO, direct on **07 4779 3332** or visit the website: [www.altheaprojects.org.au](#).



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Althea Projects Incorporated (Althea Projects) mission is to support and strengthen families so children and young people can reach their full potential.

