

RECHARGE 4RECOVERY



SPONSORSHIP PROPOSAL

Families and carers of those living with an eating disorder often experience heightened levels of stress, anxiety, depression, and social isolation.

And yet, they are the front line of care and crucial to their loved one's recovery.





ABOUT US

Established in 2016 by a group of passionate, highly motivated parents, Eating Disorders Families Australia (EDFA) has grown into a national organisation providing education, support and advocacy services to more than 3,000 parents and carers of those living with an eating disorder.

EDFA is proud to be Australia's only national organisation solely for carers and families supporting a loved one living with an eating disorder. Through leadership, education, and research, EDFA is committed to improving the lives of those who are caring for those with an eating disorder. Our support of carers helps to reduce the impact of eating disorders on the wider community and the Australian healthcare system.



OUR VISION

Families and carers impacted by an eating disorder are supported, educated, and empowered.

OUR MISSION

To enable families and carers to be more effective supports and recognised as an integral part of the recovery process for a loved one with an eating disorder.

OUR VALUES

Hope, Innovation, Respect, Collaboration, and Integrity are the basis of every EDFA activity and interaction. Underpinning everything we do is a strong belief we can make a difference to the lives of parents and carers.

We believe recovery is possible for those living with eating disorders.



OUR SERVICES

Support for families and carers of those living with eating disorders.

Education for families and carers of those living with eating disorders.

Advocacy for families and carers to be recognised for the care they provide.

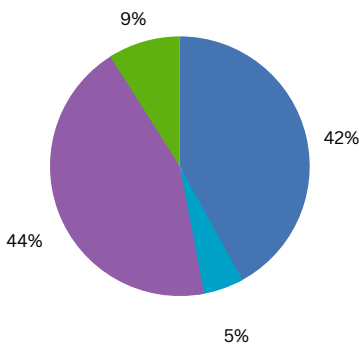
Online, one-on-one counselling for carers.

A CARER'S FEEDBACK ABOUT EDFA

"I feel supported, less alone, and confident that there is a light at the end of the tunnel."



OUR FUNDING



- Philanthropy and donations
- Memberships
- State and Federal Government
- Other

We fund our goals through support from our members and donors, both individual and philanthropic, in addition to some Federal Government funding. In 2022/23, 56% of EDFA's funding was derived from philanthropy, member contributions, and the provision of paid services. In addition, our highly engaged and passionate lived experience volunteer workforce of over 50 enables EDFA to significantly reduce its operating costs.

Tax deductible gifts to EDFA allow the organisation to continue its services without interruption and help to fund specific projects. In 2023/24, these include expanding our support and education services to include parents who are concerned about a child's disordered eating patterns, a psychologist or counsellor to manage the Siblings Support Group, and tailored support for carers of those living with Avoidant/Restrictive Food Intake Disorder (ARFID). Ongoing funding for the 'Strong Enough' podcasts and a book of carer stories to provide hope and encouragement would assist EDFA to expand its reach and awareness of the family experience of eating disorders. EDFA is also involved in many eating disorders research projects to contribute to evidence-based practices.

EDFA is focused on making sure eating disorder carers become aware of our services at the point of a loved one's diagnosis. As a result, EDFA is working diligently to raise awareness of our organisation among GPs and allied health practitioners. To do this, EDFA has produced a brochure that has been distributed to GP clinics in some parts of Australia. With your help, we could reach GP clinics in other areas. Funding is also required for EDFA to attend GP and allied health conferences where we can meet with those who are usually the first port of call for concerned families and carers.

OUR STRUCTURE

Eating Disorders Families Australia operates as a company limited by guarantee and is registered with the Australian Securities and Investments Commission (ASIC) and the Australian Charities and Not-For-Profit Commission (ACNC). We operate under the requirements of the Corporations Act and EDFA has Deductible Gift Recipient (DGR) status.

Our professional Board of Directors brings a diverse mix of skills and experience, and a great passion for our cause. Each Director has his or her own lived experience as a carer of someone with an eating disorder.

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"As for EDFA, the support they've offered has been indispensable. I've been attending the Zoom support group, where we all catch up with coffee and talk about our current situations. The webinars have also been a great help, and remind me that there are people like me going through this right now, and there are others who've gone through it before.

I also have to mention the private Facebook support group – words cannot describe how thankful I am for the continued assistance and support that is offered there.

I appreciate EDFA for all you do, and thank you so much for helping families like mine."

Trish, Mother, Carer and member of EDFA

WHY SPONSOR EDFA?

Your sponsorship or financial contribution to EDFA's Recharge for Recovery will help us to achieve three goals:

1. We want to help our families and carers **RECHARGE** for what is often a long and exhausting recovery journey, making self-care the focus of our month-long recovery.
2. Funds raised during the campaign will **RECHARGE** EDFA's current support, education, and advocacy services for families and carers and allow the development of new programs within those services.
3. EDFA aims to **RECHARGE** the community's understanding and knowledge of eating disorders and the immense pressure these conditions place on families and carers.

CARER'S FEEDBACK ABOUT EDFA

"The support I've found in the EDFA community has been my rock. I'm also hopeful with all the work the EDFA team are doing to shine more of a light on eating disorders. I'm hopeful that more help is on the way."

"Thank you for being there and creating this wonderful support platform for the families of those living with eating disorders. I have accessed all available support organisations for eating disorders and EDFA is the only one I have kept with constantly and the first one I recommend!"



When someone is diagnosed with an eating disorder, it's a crisis. When it comes to eating disorders, families and carers ARE the frontline. They need the same support as our frontline health care workers.

EDFA provides some of this support, but more is needed.

Recharge 4Recovery

Our incredible corporate sponsors play a vital role in enabling EDFA to support families and carers to continue their essential frontline role - through practical, emotional, and mental health support that is desperately needed.

This is a unique opportunity to demonstrate your company's corporate social responsibility commitment through supporting our Recharge4Recovery fundraising event that began last year.

The 2022 Edelman Trust Barometer found businesses were the most trusted institution in Australia, putting them in a powerful position to lead social change. It found 56% of consumers would buy brands and 64% of investors would make decisions based on their beliefs and values.

More than one million Australians are estimated to be living with an eating disorder. Which also impacts an entire family unit.



SPONSORSHIP BENEFITS

- ✓ Raise your brand profile through social impact
- ✓ Increase staff loyalty and engagement
- ✓ Grow customer loyalty and convert new customers
- ✓ Connect with your stakeholders
- ✓ **Have a meaningful impact on families caring for someone with an eating disorder**

SPONSORSHIP PACKAGES

PLATINUM

Please contact us directly to discuss the benefits available to our Platinum Sponsors.

GOLD

SILVER

BRONZE

INCLUDED BENEFITS:

Video on our website outlining the reasons for your support of EDFA



Prominent logo placement on campaign marketing materials*



Verbal acknowledgement in all EDFA support group meetings for June



Acknowledgement on all donation receipts



Social media shout-outs over 8-week public promotion period*



Recognition as major sponsor in media releases and media coverage



Logo placement on campaign marketing materials*



\$10,000

\$7,500

\$5,000

* Six social media posts for Gold sponsors and Four social media posts for Silver (during May - June 2024)

*website (www.edfa.org.au, and www.recharge4recovery.org.au), fundraising platform, social media, e-news

TERMS AND CONDITIONS

DEFINITIONS

Partner relationships will align partner organisation with Eating Disorders Families Australia for this specific campaign. This is a 'once-off' agreement unless otherwise negotiated.

Sponsors provide goods/services/awards etc to support EDFA fundraising activities. This is a 'once-off' agreement unless otherwise negotiated.

A Mutually Beneficial Association

Eating Disorders Families Australia recognises the mutual benefits that can be gained from developing positive and purposeful partnerships with organisations and businesses within the wider community. An underlying principle is that participation in advertising and sponsorship will not generate any pressure on staff, families, or carers to purchase particular goods or services, subscribe to particular beliefs or attitudes, or pursue particular courses of action.

When considering potential sponsorship or partnership arrangements, EDFA observes these guidelines:

- Sponsorship and advertising will be with organisations and companies where there is a clear and demonstrable benefit for families, carers, and EDFA services.
- Sponsorship and advertising arrangements will take into account EDFA's values, views and policies.
- Sponsorship and advertising arrangements will only be entered into with organisations and companies that have a positive public image, and are associated with products and services that are appropriate for EDFA to align with.

Consideration will be given to:

- The type of products and services the organisation markets;
- The marketing methods the organisation employs;
- The impact an organisation's products and processes have on the environment; and
- The organisation's image as an employer and general reputation as a business within the community.

EXCLUSIONS

Arrangements with companies directly involved with tobacco or alcohol products and/or any other products considered harmful to children and adults will not be entered into.

Arrangements with companies or individuals directly involved with providing eating disorder treatment, therapies or products will not be entered into.

Arrangements with companies that promote what EDFA considers to be a potentially harmful or triggering focus on food, eating habits, or exercise will not be entered into.

Arrangements with companies that seek information from EDFA that would contravene the Privacy Act 1988 will not be entered into.

Sponsorship arrangements that limit EDFA's ability to purchase goods and services freely, or restrict its ability to make choices in any way, will not be entered into.