

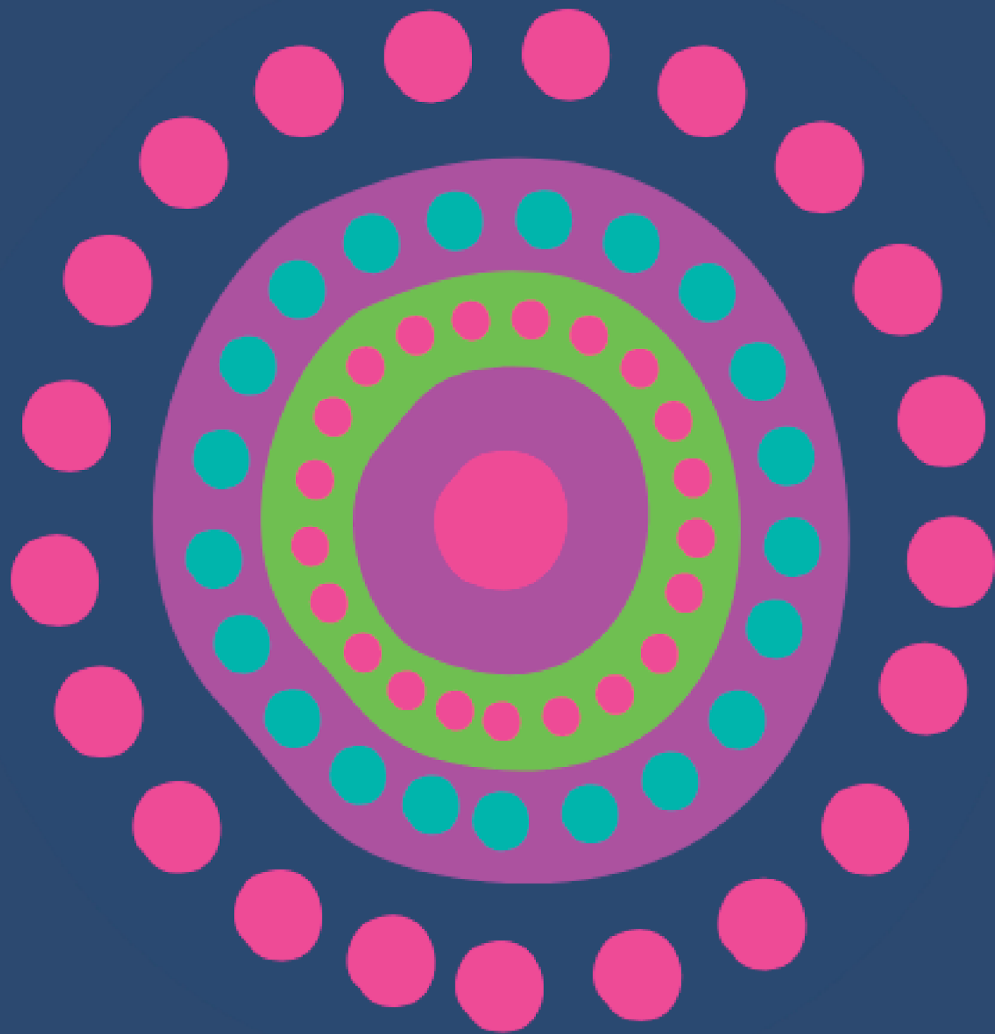


# SOCIAL INVESTMENT STRATEGY

Opportunities to partner with Roseberry Qld and empower the lives of the most vulnerable in our community.



2023-2024



Roseberry Qld acknowledge the Traditional Custodians of the land on which we work. We pay our respects to Elders past and present and to emerging community leaders. Our commitment is underpinned by our Reconciliation Action Plan.

Roseberry Qld believes that everyone has a part to play in our organisation and our communities. We believe that diversity makes us stronger, more relatable to our clients and a better organisation.

Roseberry Qld believes that our vision "A strong, vibrant, compassionate community" can only be achieved by embracing diversity and inclusion to the fullest extent.

Roseberry Qld will strive for equality, freedom and fairness for the elimination of discrimination.



A STRONG, **VIBRANT**, COMPASSIONATE COMMUNITY.



# Our Purpose



**To empower community to enable the most vulnerable people to lift themselves out of disadvantage and to create safe, vital, and resilient lives for their families and community.**



# Our reach



Roseberry Queensland has over 50 staff providing services throughout Central Queensland covering over 140, 000kms a year.



We provide services to 6, 302 people across Central Queensland, we are here to empower those most vulnerable in our community.



We provided 4, 416 bed nights to young people in our short-term accommodation shelters in a year.



Over 12 months we provided 4, 148 bed nights to young people / young families in our crisis accommodation program.



# Our programs



Mental health



Housing and tenants



Homelessness



Work ready programs



Youth and family



Alternative education

# Our Impact Goals



Young People have a voice and are heard



Families are resilient, protective, and supported



Young people are enabled to break out of the cycle of disadvantage and poverty



People have a safe and sustainable place to live and grow



Young People are socially and emotionally well



Our organisation has the tools and resources to meet the future needs of our community



# INVESTING WITH US





# Benefits to your business

Your business can be a leader for social change by donating and raising awareness that will improve the lives of the most vulnerable people in our communities.

A donation is a tax-deductible gift. You will be thanked and recognised on a personal level and includes a low level of activity throughout the year.

A sponsorship often comes from the marketing budget and is negotiated to include benefits to your company such as branding and marketing activities. We offer a host of benefits for sponsorship and can draw up a separate contract or if we do business together, we can include clauses in your procurement contract.



Tax deductions and savings

increasing your market exposure

Increase your brand loyalty

Deepen your engagement with your clients

Boost Employee's morale

Stand out as a leader for social change

# Our approach to investments



## Dedicated account manager

In working with us, we will designate a leader who will ensure that you receive the full value and support outlined in our Partnership agreement.



## Overview of activities

We will provide a comprehensive overview of all our activities, which will encourage active engagement and serve as a demonstration of how organisations will work together.



## Site visits

We will meet and connect with you and your team, to better understand your needs and requirements as well as celebrate the success and impact of our Partnership.



## Feedback

We will actively solicit your feedback on our joint activities and collaboratively refine the details on an ongoing basis, with the goal of maximising the impact of our efforts.



## Reporting

As part of our commitment to our Partnership, we will establish a regular reporting schedule to provide updates on our progress and ensure alignment to our agreement.



# Ways to invest with us



## Financial Support

Consider partnering with us as your charity of the year through a corporate donation or sponsorship to fund a project, purchase equipment, or support staff training.



## Staff engagement programs

We can support staff engagement through corporate training, volunteering, and events, helping you enhance staff development and morale while also strengthening your reputation as an employer of choice.



## Cause-related marketing

By leveraging the strength of our brands, cause-related marketing has the potential to increase your sales, shape consumer perceptions about your company and guide client purchasing decisions.



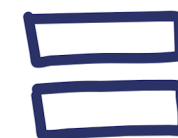
## Events & sponsorship

Align your organisation with our professionally marketed events through sponsorship and employee participation.



## Workplace giving

By matching your employees pre-tax giving you show your commitment to partner engagement.



## Pro bono and donations in kind

Providing goods or services pivotal to our work helps reduce program costs and allows us to direct donations to service delivery.

## Ongoing investments

**Second Bite**  
Ending Waste. Ending Hunger.



We are proud to have Second Bite and Foodbank, supporting our Dignity Hub and shelters ensuring our community members have access to food and produce.



The Shelter Collective aims to provide safe shelter for all. A community-driven collective with the goal of planning and delivering realistic and accessible housing solutions that improve affordable housing available for all people, regardless of their circumstances.



Gladstone Mindcare is a space for collaboration between committed health and human service organisations and other individuals passionate about improving mental health, alcohol and other drugs support.

We work collaboratively to enact transformational change for improved mental health and wellbeing outcomes for the people of the Gladstone region.

# Our affiliations



We are proud to be funded to establish and operate headspace Gladstone and headspace Rockhampton. headspace centres aim to create highly accessible, youth friendly integrated service hub that provide evidence-based interventions and support to young people aged 12-25 years. The four core service streams include mental health, physical and sexual health, alcohol and other drugs, and vocational and education support.



Our vision for reconciliation is a community that understands the past injustices for Aboriginal and Torres Strait Islander peoples while working towards a shared future of equality and equity and striving for the removal of racism. For Roseberry Qld, we aim to exist as an inclusive and diverse workplace who engages with First Nations peoples in all of the communities in which we work.



ParentsNext helps parents with children under 6 to plan and prepare for future study or employment.

Eligible parents are supported to:

- set study and work goals
- access services in the local community.

The ParentsNext program works to empower parents to reach their study and work goals when their children are school aged.



**We welcome the opportunity to explore an ongoing investment with you. We are committed to creating an offering that meets your specific needs.**

**Together, we can create a lasting and positive impact in our communities.**



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