



Enabling at-risk children and young people to heal horses and  
horses to heal at-risk children and young people

## SPONSORSHIP INFORMATION

### INTRODUCTION TO HOOFBEATS

The Hoofbeats Program is an initiative of I Give a Buck Foundation of Australia Ltd (IGAB). IGAB is a Sunshine Coast children's charity that supports some of the most vulnerable children in our community, operating as a Australia Public Company Limited by Guarantee, fully endorsed as a Public Benevolent Institution, Deductible Gift Recipient and Tax Concession Charity. IGAB is registered with the Australian Charities and Not-for-profits Commission (ACNC).

Our vision is that all children can receive the support they need to live the best life they can.

Our mission is to meet the needs of vulnerable children and young people – with a particular focus on those impacted by childhood trauma and/or domestic violence.

Our purpose is to improve the lives of vulnerable children by providing them with access to therapeutic programs.

Established in 2009, IGAB has raised in excess of \$1.4M in support of its beneficiaries and currently operates two major programs:

- Sunshine Swags Program (supporting children entering Domestic & Family Violence Refuges by meeting their immediate comfort, hygiene and emotional well-being needs)
- Hoofbeats Program

Working with horses in a therapeutic setting leads to increased physiological, emotional and psychological well-being including increases in self-esteem, self-awareness, empathy, focus, communication skills and pro-social behaviours; and reductions in stress/anxiety, depression, anti-social behaviours, and trauma symptoms. The children develop not just improvements in self-esteem and self-confidence, they learn how to self-regulate, taking back control of their emotions and behaviours.

### WHY INCORPORATE HORSE & PONY RESCUE?

Unloved, neglected, uncertain, fragile, weak, frightened and withdrawn is how a horse appears at the start of the rehabilitation process – which is very much how many of the children see themselves.

Horses and ponies are highly resilient. Their stoicism in the face of trauma and their growing willingness to trust again and accept help make them incredibly powerful teachers.

Throughout the rehabilitation process, the children are able to see the horses grow in confidence and strength, find friends and assume their rightful place in the herd (community).

The children learn that what has happened in the past does not have to define what happens in the future.

Being part of the process that allows the horses to regain their health, dignity, courage and love of life is enormously empowering for the children. The lessons that the children learn from being part of this process are many and their results immeasurable.

### TYPES OF SPONSORSHIP

Program sponsors come in all shapes and sizes and each has an important role to play in allowing us to provide programs to children at no, or very little, cost to their families. Basically, if you commit to supporting the program for a 12-month period, you become a sponsor. Ways in which sponsors can support the program include:

- Donating cash / raising funds
- Donating products for us to use in the office or in programs (saddlery, feed, supplements, medical supplies etc.), or as raffle prizes
- Donating products for us to sell through our online store (horse themed gifts, clothing and homewares etc.)
- Providing in-kind services (hoof trimming, equine body work, property maintenance, fencing etc.)
- Allowing us to purchase products from you at your wholesale cost
- Starting a workplace giving program with your employees
- Running a promotion within your business (for example: Decjuba donates \$1 from the sale of every pair of pyjamas sold)
- Hosting a collection box in your workplace
- Hosting large or small fundraising events
- Sponsoring an individual horse in our herd (\$200 per month or \$2,400 per year)
- Sponsoring a Hoofbeats Event

# h<sup>o</sup>fbeats

Protect Restore Empower

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We promote our sponsors at every opportunity and in lots of different ways:

Benefits Provided	Annual Value of Sponsorship Levels				
	Platinum Over \$10,000	Gold \$5,000 - \$10,000	Silver \$2,400 - \$4,999	Bronze \$1,000 - \$2,399	Other <\$1,000
Your company logo featured in our e-newsletter	fortnightly	fortnightly	monthly	quarterly	quarterly
Facebook posts acknowledging your support	every 4 wks	every 8 wks	every 8 wks	every 12 wks	every 16 wks
Your company logo (and website link) on each page of our website	✓				
Naming rights and signage of items of infrastructure (arena, club rooms etc.)	✓				
Your company logo on printed promotional material	✓	✓			
A dedicated page on our website for you to explain why you choose to support us	✓	✓	✓		
Your company logo on a horse's saddle blanket, rug and horse's profile on our website (if sponsoring a horse)	✓	✓	✓		
State and local press releases promoting your support	✓	✓	✓		
Regular updates and photographs of your horse's progress	✓	✓	✓		
Your logo on the Sponsors page on our website	✓	✓	✓	✓	✓
Sponsorship Certificate	✓	✓	✓	✓	✓
Invitations to exclusive open days	✓	✓	✓	✓	✓
Invitations to public Hoofbeats events	✓	✓	✓	✓	✓
Invitations to have stalls at our major events	✓	✓	✓	✓	✓
Use of our Proud Supporter of Hoofbeats Logo	✓	✓	✓	✓	✓

## WHY BECOME A SPONSOR?

It's more than just the warm and fuzzy feeling that you get from knowing that you're doing something that will quite literally change lives, although for some of our sponsors, that's all that matters.

It's actually good for business. Really. There are many studies that have shown positive benefits for businesses who are actively involved in their community – particularly for those who are supporting local charities. Benefits include:

- Invaluable brand exposure
- The halo-effect - a company's association with a local cause influences Australian consumers' purchasing decisions (*77% of consumers would prefer to buy a product that supports a cause, 54% of consumers would switch brands to do so, 56% would switch retailers to do so ~ research by Cavill & Co Australia*)
- Developing enhanced relationships with the communities where they do business and an improved ability to recruit and retain the best employees
- Broadening your competitive edge by improving your company's image, prestige and credibility by supporting an organization (a children's charity that incorporates horse rescue) that your target market is likely to find attractive



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### IS IT TAX DEDUCTIBLE?

Yes. IGAB is a Deductible Gift Recipient which means that all gifts of cash or property (products) to the value of \$2 and over are tax deductible. To be a gift, the donor must not receive anything of material benefit in return. This means that sponsorships may not be seen as gifts if you receive advertising in return. In this case, the cost of your sponsorship can still be a deduction for your business as it then becomes a marketing expense. Please ask your accountant how to best treat your contribution.

### WHAT IF MY BUSINESS CAN'T AFFORD TO GIVE ANYTHING?

There are many ways that you can help that don't actually cost you or your business anything:

- Displaying our posters and talking to your customers about our program – they may be a potential sponsor too
- Providing in-kind services (hoof trimming, equine body work, property maintenance, fencing etc.)
- Allowing us to purchase products from you at your wholesale cost
- Starting a workplace giving program with your employees
- Running a promotion within your business (for example: Decjuba donates \$1 from the sale of every pair of pyjamas sold) to encourage more sales rather than putting an item on sale
- Hosting a collection box in your workplace
- Hosting large or small fundraising events
- Acting as a collection point and encouraging your customers to drop off their unwanted horse-related items that we can either use in program or sell to raise funds if it's not something that we need
- Become a volunteer

It's all about helping – in whatever way you can comfortably manage. Yes, cash is always needed but so is awareness, so are volunteers and so are ideas on how we can work together to help more children and young people. We are happy to work with you to find ways to make your support just as beneficial to you and your business as it is for our charity.