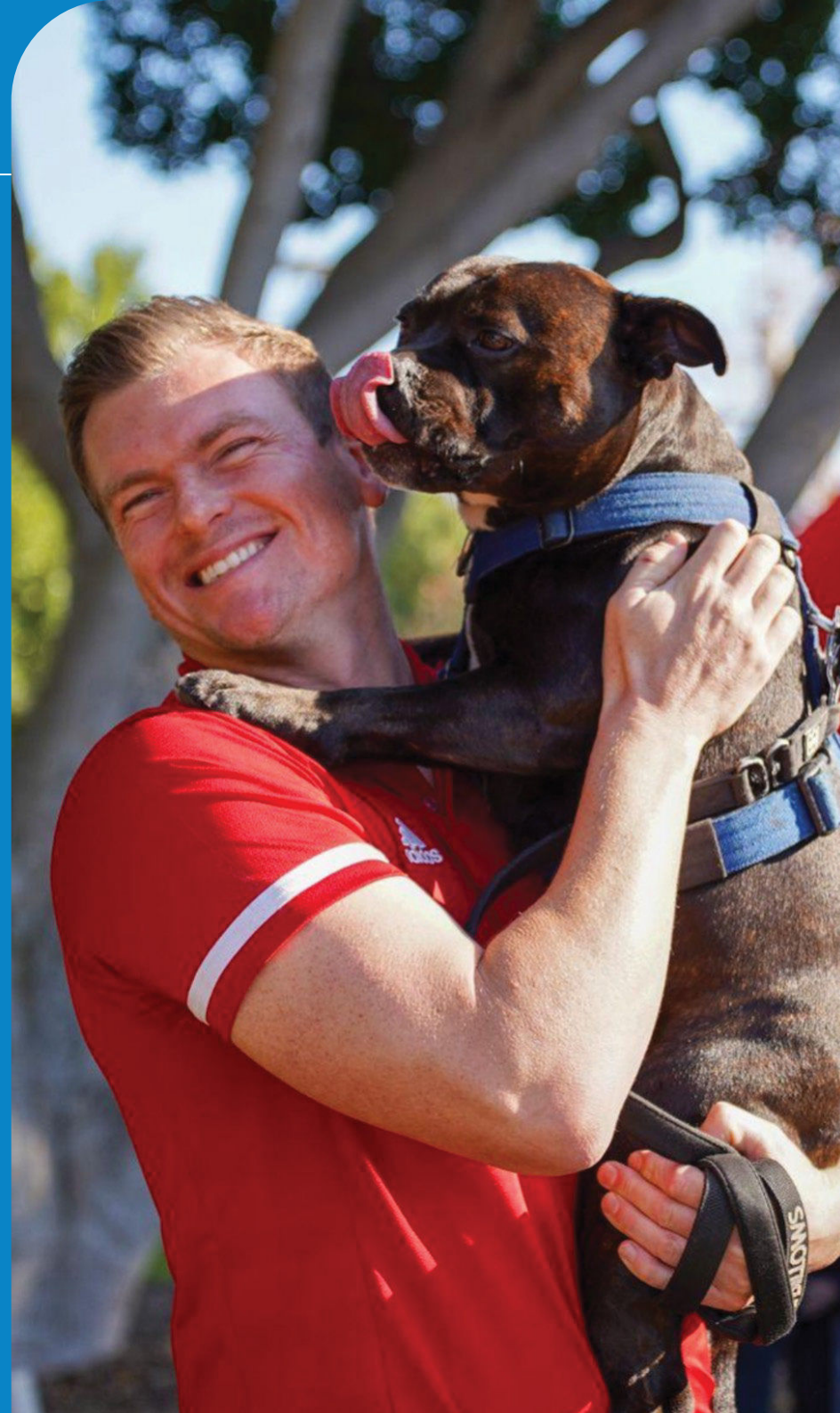


Your Guidebook to Engagement with RSPCA NSW

September 2024





Contents

- 01 How your business can support RSPCA NSW
- 02 Our impact / Your benefit
- 05 Make a life saving difference
- 19 Our sponsors and partners
- 20 Contact us



How your business can support RSPCA NSW

RSPCA NSW has been protecting and caring for animals for more than 150 years, and we believe that behind every animal welfare issue, there is a human story.

Discover how your workplace can make a celebrated difference and contribute to your sustainability development goals.

Our impact / Your benefit

RSPCA NSW is one of Australia's most trusted charities and recognised brands.



The RSPCA

is Australia's leading animal welfare organisation and one of Australia's most trusted charities.



Awarded



one of Australia's most trusted brands three years running.



3 in 4 people

name the RSPCA when asked which charities work with animals.



89% brand recognition

*2019 McCrindle RSPCA Public Perception Report.



9 out of 10

The RSPCA is recognised by nine in ten Australians.

*2019 McCrindle RSPCA Public Perception Report.

Our impact / Your benefit

Becoming a sponsor or partner will give your business recognition with a highly engaged and valuable audience.



253,000

Facebook followers



54,000

Instagram followers



5,000

LinkedIn followers



43,000

TikTok followers



1,500,000

Page views per month



250,000

Email database











200,000+

Supporters

Our impact / Your benefit

Benefits to your company and employees:

-  Your brand can be **recognised** alongside RSPCA's household name.
-  Your company can be seen as a **champion** for animal welfare.
-  Your employees can enjoy a **sense of pride**.
-  **Expand** your target audience reach.
-  Invest in a **diverse and unique** marketing strategy.
-  You can raise the **visibility and success** of your own brand.
-  Increase customer and employee **loyalty**.
-  Build **trust** with the public.

Make a life saving difference

Pen + Paws Sponsorship

Event + Campaign Sponsorships

Corporate Experience Days & Corporate Visits

Programs + Community Sponsorships

Workplace Giving

Cash or In-Kind Donations + Cause-Related Marketing

Foster Care, Shelters and Veterinary Services

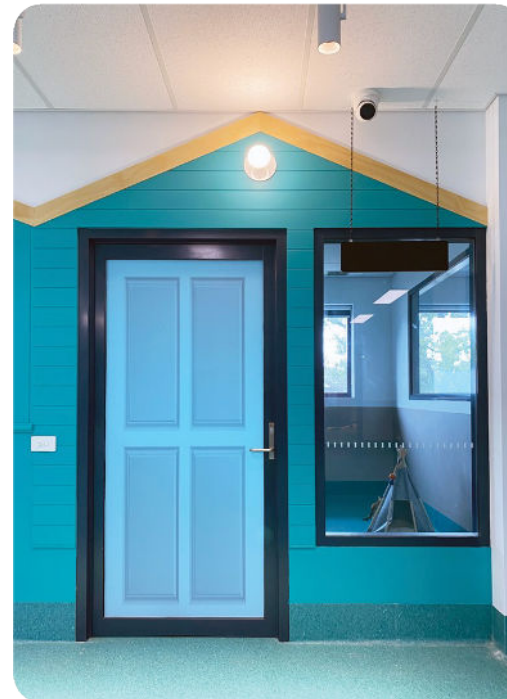


Make a life saving difference

Pen + Paws Sponsorship

Become a Paws + Pen Sponsor for a dog kennel or cat enclosure. The sponsorship will help cover the costs associated with housing and caring for a shelter animal while they wait for their forever home.

Your involvement in a Paws + Pen Sponsorship will mean you will receive meaningful recognition in a high-traffic area of the shelter.



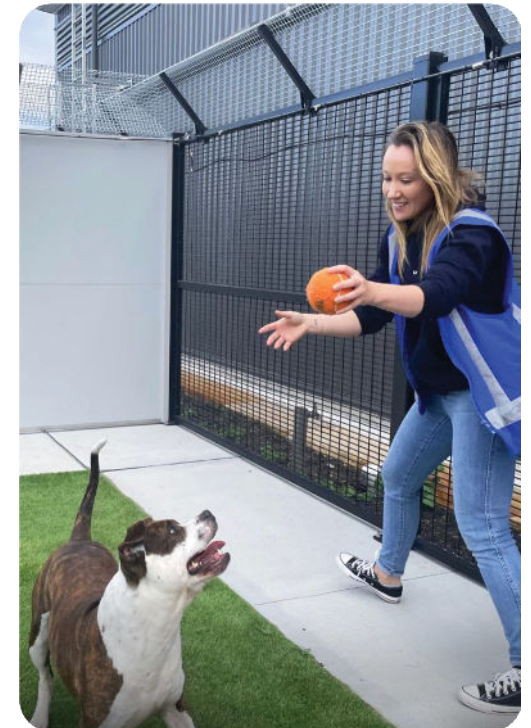
Make a life saving difference

Corporate Experience Days & Corporate Visits

Corporate Team Building: Provide your employees with an exciting and rewarding group experience at one of shelters in NSW.

Workplace Visits: Book RSPCA NSW team members (and animals!) to visit your business.

Conferences & Events: Hold your corporate event at RSPCA NSW and take advantage of the unique offering at our state-of-the-art facility.



Make a life saving difference

Workplace Giving

One of the most effective ways businesses can support the causes their employees care about is through Workplace Giving. Workplace Giving is easy to set up to allow employees to make pre-tax donations through the company's payroll system.

As a Workplace Giving Partner, you and your employees will enjoy recognition for the ongoing support and exclusive engagement opportunities through these donations.



Make a life saving difference

Event + Campaign Sponsorships

Put your company's name behind one of our flagship events or campaigns. These sponsorships have significant reach in terms of participation and promotion.

Cupcake Day

RSPCA's sweetest annual event is now in its 14th year. It's a great way for friends and colleagues to get together, share some delicious treats, and raise much needed funds for animals in need.



Make a life saving difference

Event + Campaign Sponsorships

Million Paws Walk

Annually attended in person by more than **3,500** people, reached over **1 million** people across socials and provides a digital touchpoint to more than **400,000** people across our database.

It's the biggest and most loved dog event in Australia and has been taking place for over 30 years.



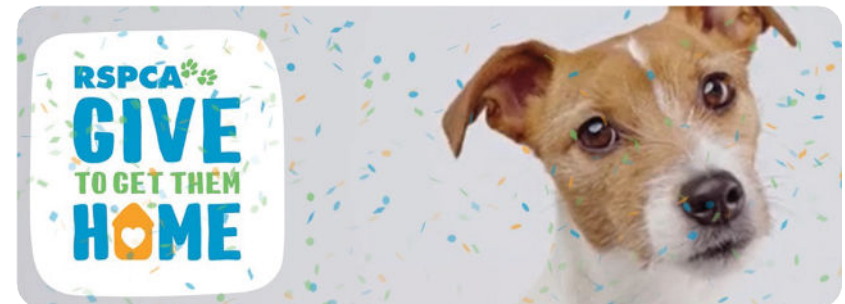
Make a life saving difference

Event + Campaign Sponsorships

Give to Get Them Home

This is a **24-hour, high energy, digital fundraiser supported by the community and strengthened by our matching donors** who help double every dollar given!

The exciting opportunity to double their impact for the animals is an extremely attractive proposition, and offers a valuable bundle of recognition options for our very generous corporate partners.



Make a life saving difference

Programs + Community Sponsorships

When you sponsor one of RSPCA NSW's vital programs, you can give back to both animals and people in need, and enjoy exciting recognition opportunities, showcasing your company's and social impact to the broader community.



Make a life saving difference

Outreach + Education Programs Sponsorship

RSPCA NSW programs include:

- + Community Outreach
- + Youth and Animals Program
- + RSPCA NSW Crisis Support Programs: Domestic Violence, Aged Care, Homelessness, Mental Illness
- + Indigenous Community Companion Animal Health Program
- + Access to Vet Care
- + Disaster Response
- + Behaviour Rehabilitation



Make a life saving difference

Foster Care, Shelters and Veterinary Services

Foster Care

RSPCA NSW's Foster Care program provides temporary homes to animals who need a helping hand. By placing animals into foster homes, it provides them with the care and support they need until they are ready to be adopted into loving forever homes.

All foster carers are sent home with everything their foster animal requires.



Make a life saving difference

Foster Care, Shelters and Veterinary Services

Shelters

Our five shelters throughout NSW care for **more than 29,000 injured, neglected, sick, surrendered and unwanted animals each year.** It is a haven for animals that have been abandoned, lost, or have been victims of cruelty or neglect.

All RSPCA NSW shelters promote, support and facilitate animal adoptions.



Make a life saving difference

Foster Care, Shelters and Veterinary Services

Veterinary Services

RSPCA NSW has three veterinary hospitals that are open to the public.

Our experienced veterinary teams use state-of-the-art diagnostic and surgical equipment to ensure your much-loved pet receives excellent care and treatment.

RSPCA NSW also cares for a wide range of animals in-house, including animals who are being prepared for or are awaiting adoption, as well as animals who are in the custody of our Inspectorate.

When you choose an RSPCA veterinary hospital to treat for your pet, your fees go directly back into the organisation.

Make a life saving difference

Cash or In-Kind Donations + Cause-Related Marketing

Cash or In-Kind Donations: Some companies choose to donate cash, pro bono services or goods to be used in shelter, events or for campaigns.



Make a life saving difference

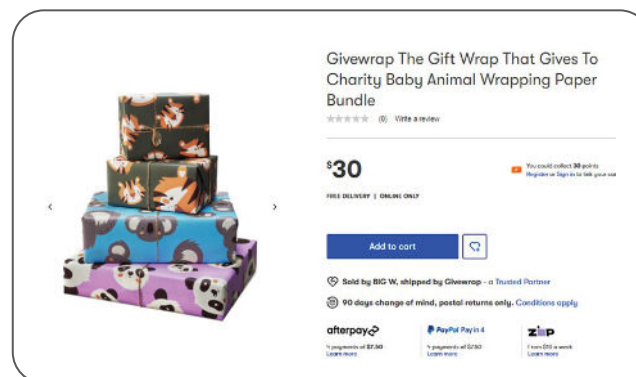
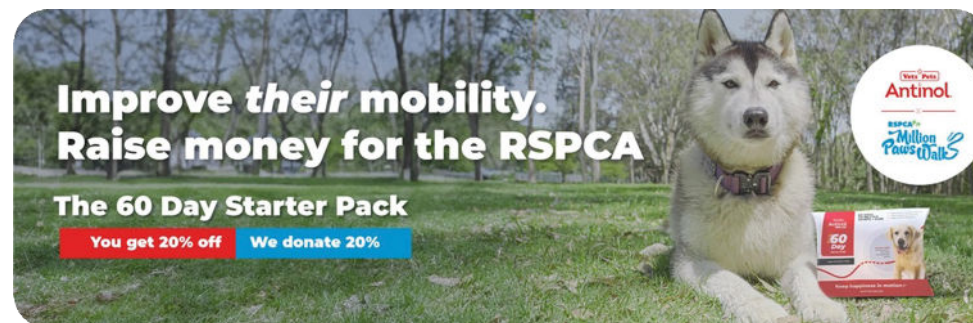
Cash or In-Kind Donations + Cause-Related Marketing

Cause-Related Marketing:

Product Sales or Profits: This can be done by either a % or \$ of sales or profits from fundraisers or products.

Round up: Asking your customers to 'round-up' their total purchase amount at the point of purchase.

Licensing: RSPCA NSW logo, brand, and assets.



Our sponsors and partners





Contact us

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