



purposeful profitable partnerships

Step 1 Brief
Read First
6 March 2017

Global food company Foundation

Cavill + Co, a company specialising in building purposeful, profitable partnerships between companies and charities, is working with a global food company to help find and secure a cause partner in the Australian market. The company is a world leader in biscuits, confectionery, chocolate and powdered beverages. The brands are iconic and well loved by consumers around the world.

The company's global foundation has donated more than \$1b in the last 17 years.

The company has recognised the increasing problem of obesity in Australia and is tackling this through collaboration with governments, suppliers, individuals and the non-profit sector. They want to do something tangible to educate Australian consumers and empower them to adopt healthy habits to achieve holistic wellbeing – ie enjoy a balanced diet, make positive food choices and increase movement. The company has a focus on sourcing ingredients in a way that limits its impact on the environment.

In addition the company has taken steps to ensure their products are as nutritious as possible without compromising on the taste people love, as well as placing positive snacking messaging and energy (kj) information on pack front to encourage portion control. Our client has worked in numerous countries to implement a 3-prong program to help reverse the obesity trend. Ideally we are seeking a cause partner that is working in all 3 focus areas as per the criteria on page 2 (pt 2). If you only address one or two of the focus areas, perhaps consider joining forces with another NPO and submit a joint application, to achieve the trifecta? My client values collaboration as this is the only way we are going to reverse the trend!

The cash investment is for 3 years and is around A\$250,000 per annum for the trifecta. So if you are only able to provide a program for one focus area, then it would be around \$80,000 per annum. The company is also able to offer volunteers (skilled), food science research and bring other resources to the partnership.

Our client is seeking a **Flagship long term (min 3 years) partnership** with a not for profit through the Foundation and therefore this partnership will not be promoted on the company's products. It is a philanthropic partnership, not a Cause Related Marketing partnership.



In order for you to apply, your organisation must meet the following essential criteria:

1. You must be an Australian registered charity or non-profit organisation with DGR-I status
2. You must be delivering tangible outcomes in one, two or all 3 of the focus areas below:
 - i) Nutrition Education
 - Teach nutrition basics and healthy food & snack options
 - ii) Active Play
 - Encourage kids to get active through diverse forms of play
 - iii) Growing Fresh Foods
 - Promoting the production of nutrient rich fruits/veggies
 - Providing innovative ways to provide fresh food access
3. You are working in Australia and you may be serving the entire Australian population *or you may* be focussed on a particular geographic area or targeting a particular group of people where obesity is most prevalent
4. You are open to accepting volunteers to help you deliver the program – both skilled and unskilled volunteers
5. You are actively delivering a program/s that drives behaviour change and can (or is intending to) measure your impact of this
6. You directly target and serve Australian consumers especially parents and caretakers of children, and under 12 (eg you are not a fundraising arm of a charity)
7. You are comfortable to be publicly aligned with a company that produces confectionery

If this sounds like you, then please continue to read this document and then complete the Q&A, which must be submitted to us on or before **Thursday 30 March 2017 - midday (Eastern Standard Time).**

Please read the following instructions carefully – and spell check before submitting.

The prospective NPO must NOT:

- Be a government entity
- Currently receive more than 80% government funding
- Be overtly religious or political
- Have a publicly promoted partnership with a confectionery or snacking brand
- Be exclusively for one gender

Our client will not invest in:

- Capital funds, building works or a fundraising campaign (educational campaign is acceptable)

- Sponsorship of a signature fundraising day or fundraising event

If your organisation would like to throw its hat into the ring for this first round of enquiry, please read the instructional documents at [our website \(http://www.cavill.com.au/companies-seeking-community-partners-march/\)](http://www.cavill.com.au/companies-seeking-community-partners-march/) complete the Q&A and submit on or before **Thursday 30 March 2017 - midday (Eastern Standard Time)**. **Submissions after this date and time will not be considered.**

After reading this document ensure that you read 'Step 2 Instructions for submission' and 'Step 3 Tips for a Great Submission' on our website. We are unable to take any telephone calls, enquiries or emails in regards to this Brief, we are a small team on a mission and working to a tight deadline!

Cavill + Co credentials

The Cavill + Co team have developed 43 partnerships worth \$35m in 21 years. If you wish to hear about corporate partnerships seeking NPOs in the future please email mail@cavill.com.au with 'add me' in the subject header and you will notified of future opportunities (we have another one coming soon).

If you would like to become a really attractive partner to corporate prospects with a compelling offer then check out our robust training <http://www.cavill.com.au/heartsmart-program/>

GOOD LUCK!

Regards,



Hailey Cavill
Fearless Leader