

Delivering a targeted and integrated appeal within an ethical communication strategy.

INDIVIDUAL GIVING TRACK

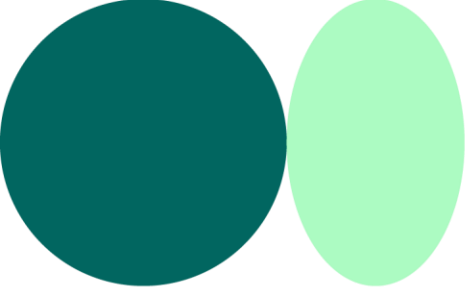
Louise Woods and Lavina Huggett

The Smith Family



Individual Giving Track
Sponsored By:

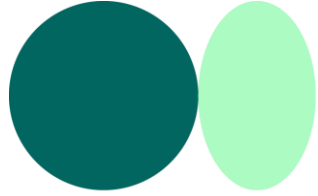
Robejohn



Overview

- **Context – timing, lead-in testing, external environment.**
- **Creative Strategy.**
- **Integrated Approach.**
- **Campaign Elements.**
- **Results.**

Context



3 Appeals Per Year

Christmas

November –
December
36% of income.
Single Gift
Acquisition

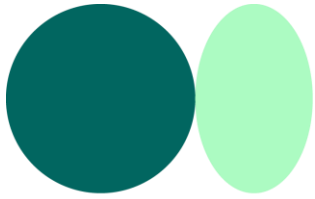
Back to School

January – March
12% of income
Sponsorship
Acquisition

Winter

May – June
52% of income
Single Gift
Acquisition

Context



Suits our core supporter profile:

- Affluent
- Highly educated
- Professional



A First Class Life 5.25% Households



First Class Life
Wealthiest group in Australia, typically older middle-aged families with significant assets and income

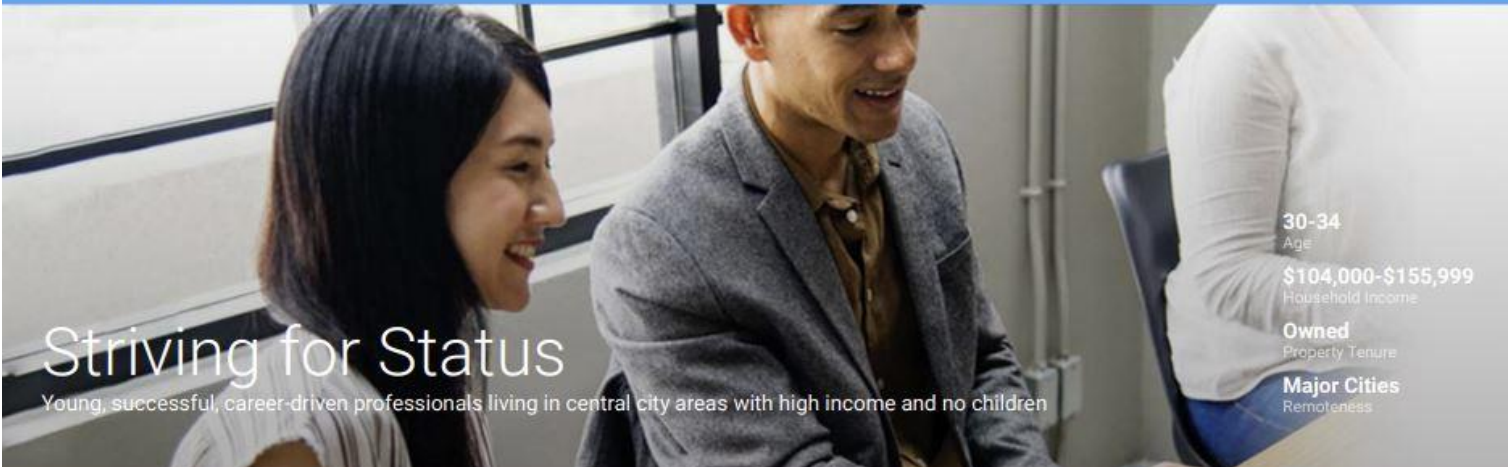
50-54
Age

\$208,000+
Household Income

Owned
Property Tenure

Major Cities
Remoteness

C Striving for Status 5.19% Households



Striving for Status
Young, successful, career-driven professionals living in central city areas with high income and no children

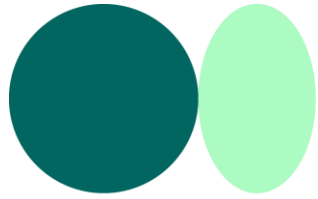
30-34
Age

\$104,000-\$155,999
Household Income

Owned
Property Tenure

Major Cities
Remoteness

Context

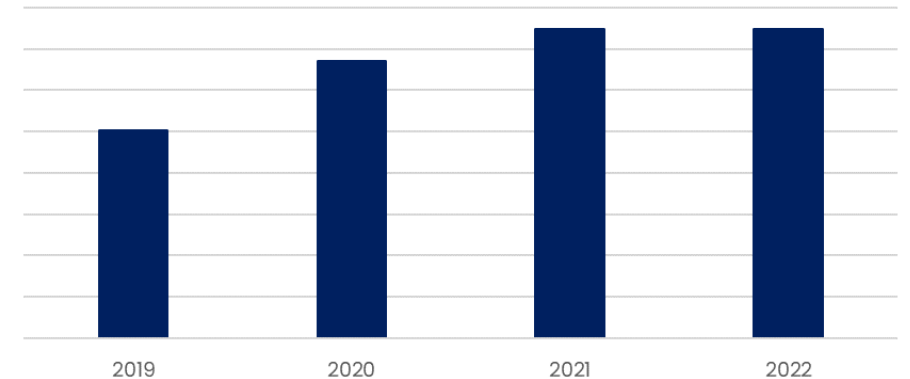


Winter Appeal

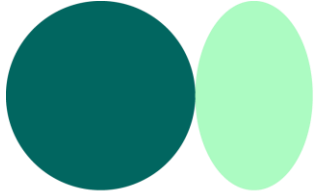
The Smith Family's largest cash appeal.

- May/June 2023 (Tax Time)
- 4-year growth trajectory.
- COVID
- Cost of living pressures
- “FrameWorks” testing project.

4 Year Income History



Campaign Aims

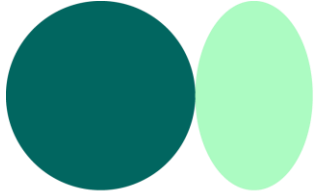


Not just about the money...

- Income. Of course 😊
- Reversing the decline in donor acquisition.
- Validation of our FrameWorks testing.
- Framing cost of living pressures as a relevant ask proposition.
- Stress testing our values alignment.



Campaign and Creative Strategy



Process

- Case Study
- Creative Territory
- FrameWorks
- Values alignment approach
- Integrated and multi-channel
- Targeting and segmentation

Case Study and Creative Territory

Aged 8 years old living with his parents and twin sisters, aged 3. Money is so tight now that both parents work several extra shifts each week and their income barely covers their family and home essentials. Their last rent increase meant they had to move to a smaller home which is now busy and cramped. Nic does his homework on the kitchen table in between mealtimes.

Neither of his parents has the capacity to support him with homework and the **financial stress** at home is palpable. Nic's ability to stay focused in class and keep up with his homework is now **seriously affecting his academic progress.**

FIA

CONFERENCE



Case Study and Creative Territory

WINTER 2023 Creative Territory

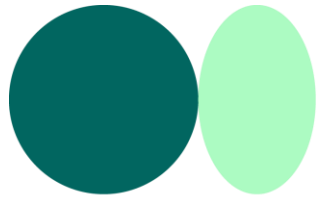
CAMPAIGN OPPORTUNITY	<p>Get: Australian charity givers (both existing and prospective)</p> <p>To: Respond to the 2023 Winter appeal with a financial gift to empower Australian children in need to learn today and change tomorrow.</p> <p>By: Connecting them with our vision of a world where every child has the chance to change their future.</p>
DEEP HUMAN TRUTH	<p>When I see a straightforward problem to be solved or task to be done, I come at it with a sense of comfort and ease – I've got this. But then, when I start to realise that something essential isn't there – a piece of the puzzle is missing I get frustrated and confused. My confidence is rocked, and I get an unnerving sense of disempowerment.</p>
TENSION FOR OUR CHILD	<p>I try my best in class and usually understand what I'm supposed to do. I used to be good at school. Lately I just keep getting the answers wrong – not like my friends.</p> <p>I just don't know what else to do – I'm confused. It's embarrassing in class, and I don't know who can help. I'm so overwhelmed that I feel like I can't even try anymore.</p> <p>I don't want to ask Mum and Dad because I know we can't afford anything anymore and they seem so worried all the time.</p>
DONOR TENSION/POV	<p>This doesn't make sense! We live in such a wealthy country. How is it that an Australian child is held back at school by their financial circumstances? When I see a child struggling at school despite obvious ability and commitment, I feel completely bewildered and have a huge sense of injustice. It's just All Australian kids should have what they need to reach their potential. Poverty should not stand in the way of that.</p>
CREATIVE PROPOSITION	<p>Nic should not be held back by poverty in a country such as Australia. Your gift can change the equation for him and many other Australian children living in poverty.</p>
THE SITUATION (CASE STUDY)	<p>Nic has hopes and dreams like any child. He has determination, a loving family, and a school that does its best to support him. All that should add up to success at school – but it doesn't, because of the challenges he faces because of poverty.</p> <p>Unfortunately, there is NOTHING UNUSUAL about Nic's situation right now – thousands of ordinary, hardworking families across Australia are being forced to make impossible choices as the cost-of-living crisis pushes them further into poverty, and it's having a devastating effect on many children's education and prospects for the future.</p>

Invitation to Supporter	Brand Promise	Value Proposition	Reason to Believe
<p>Nic's situation is common, but it shouldn't be.</p> <p>We live in a community of relative wealth and generosity and there are proven, evidence-based solutions that can ensure children living with poverty get that "missing piece of the puzzle".</p> <p>Be one of the people who helps to turn this situation around.</p>	<p>A proven network of practical, emotional, and financial support that empowers young people to harness education, building skills to unlock their true capability.</p>	<p>The Smith Family supports children living in poverty with targeted out-of-school learning and mentoring programs.</p>	<p>We innovate for impact.</p> <p>We are dedicated and disciplined.</p> <p>We make change from solo to scale.</p> <p>We provide end to end support.</p>

FIA

CONFERENCE

Frameworks Testing



FrameWorks Testing and Application

- 18-month test and learn project.
- Supporting our Brand Refresh
 1. Informed by consultation and research.
 2. Intention to represent those we serve with dignity.
 3. Stop/reduce negative stereotyping.
 4. Long term aim to influence public discourse.



From this....

Amy has almost nothing left to give.

Do you?

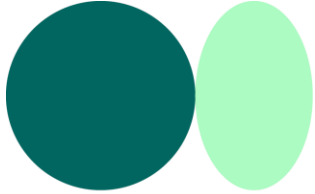
You can help a child living in poverty get the support they need for school.

SPONSOR AN AUSTRALIAN CHILD TODAY.

 The Smith Family

 The Smith Family  1800 497 073 *everyone's family*

Frameworks Testing



To this....

Every child deserves
the chance to keep
up and thrive...

...but every day poverty
makes it tougher for Amy.

Every student needs strong supports to do well.
But for Amy, poverty means she doesn't have the
things she needs for school.

Teachers do all they can, but children like Amy
still need your help. Your sponsorship will provide
the essentials and extra learning support a child
needs to catch up and thrive.

**SPONSOR AN
AUSTRALIAN
CHILD TODAY.**

 The Smith Family

 1800 497 074



*Creating better
futures together*

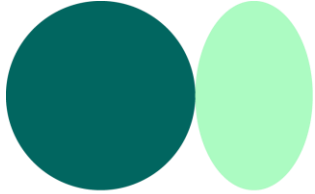


everyone's family

FIA CONFERENCE

....or.....???

Frameworks Testing



Large Scale Testing Winter and Christmas 2022

- Same case study and “problem/solution” proposition.
- Same actor, wardrobe and location
- Two separate creative strategies.
- Different tone of voice developed for each.

Test Group

NSW, ACT, SA and WA

Child represented as having agency and aspiration.

Language that leaves open possibility

Emotion grounded in connection with the aspiration.

Tension created through risk to the child’s potential.

Control Group

VIC, QLD, TAS and NT

Child represented as cared for, but isolated and despondent.

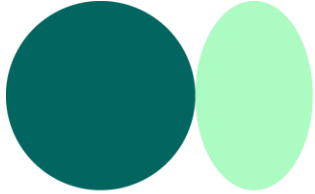
Emotionally evocative language.

Child’s situation as dire.

Highly emotive terms to generate tension.

Frameworks Testing

2022 Winter Appeal



- **Test:** Anna has capacity and potential – what is possible; what is fair.
- **Control:** Absolute language, focus on deficit (without you; never be enough).

Test

Imagine what Anna could do, if she was just given the chance.

All children need support to succeed at school. But for many children, poverty blocks their progress at every turn. Teachers do all they can, but these students need more. Help give children like Anna* access to the extra out-of-school learning support they need to catch up and clear their path to success.

Please donate today.

 
Creating better futures together everyone's family

 1800 024 069

*Names, location and associated images have been changed to protect the identity of Anna and her family.

Control

Without your support, Anna's best may never be enough.

1 in 6 Australian children are living in poverty and need your help right now.

The effects of poverty mean many children like Anna* miss out at school and fall behind, no matter how hard they try.

You can help children like Anna access the extra out-of-school learning support they need to reach their full potential.

Please donate by June 30.

 
Creating better futures together everyone's family

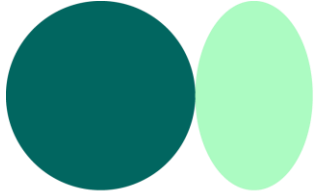
 1800 024 069

*Names, location and associated images have been changed to protect the identity of Anna and her family.



Frameworks Testing

2022 Christmas Appeal



- Test: Aspiration of the child and parental support front and centre.
- Control: Emotional punch that undermines hope/aspiration.

Phase 1 Test

“Mum says I can be anything I want to be...”

— Sophie*, aged 8

Poverty is holding Sophie back, but she’s still so determined to learn.

1 in 6 Australian children live in poverty.
Education is one of the most powerful change agents, and all children deserve the opportunity to fulfil their potential. Like every child, Sophie needs support to thrive at school. With your support she can access extra out-of-school learning support, overcome educational inequality, and change her future.

*Names, location and associated images have been changed to protect the identity of Sophie and her family.

Please donate today.

1800 024 069



Learn today, change tomorrow.

Phase 1

Control

“Mum says I can be anything... I just want to be better at school.”

— Sophie*, aged 8

Sophie is so determined to learn but poverty holds her back every day.

1 in 6 Australian children live in poverty.
Education is one of the most powerful change agents. But children like Sophie often don’t have what they need for school and fall behind. Some may never catch up. Help children like Sophie overcome educational inequality and change their future by giving them access to extra out-of-school learning support.

*Names, location and associated images have been changed to protect the identity of Sophie and her family.

Please donate today.

1800 024 069



Learn today, change tomorrow.

Phase 2 Test

Every child deserves the chance to reach their full potential.

Sophie’s determination may not be enough to stop her falling behind.

Like 1 in 6 Australian children, Sophie* lives in poverty.
Many don’t have what they need for school and can fall behind. You can help this Christmas. With your support today, children like Sophie can access extra out-of-school learning support to catch up, keep up at school and change their future.

*Names, location and associated images have been changed to protect the identity of Sophie and her family.

Please donate today.

1800 024 069

Learn today, change tomorrow.

Phase 2

Control

Poverty is holding Sophie back.

Without urgent support she may never reach her full potential.

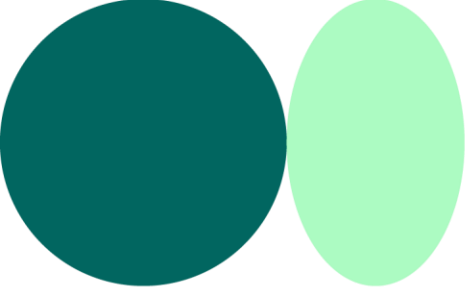
1 in 6 Australian children like Sophie* live in poverty.
Many don’t have what they need for school and fall so far behind they may never catch up. This Christmas, give children like Sophie access to out-of-school learning support so they have the chance to change their future.

*Names, location and associated images have been changed to protect the identity of Sophie and her family.

Please donate today.

1800 024 069

Learn today, change tomorrow.



FrameWorks Application

Learnings and challenges.

- Existing supporters responded as well, if not better, to the FrameWorks approach.
- Creating tension and urgency within the FrameWorks parameters has been challenging – the short cut to a sharp emotional nudge to attract prospects remains a challenge.
- Creative fundraising challenge to illustrate a clear problem while maintaining dignity for the child & family.

FrameWorks Application

We grounded the appeal in the Shared Goals Narrative that creates tension by putting a universally held value at risk

No child should experience this equation:

A smart little boy with big dreams, doing his best every day.

+

Two determined parents, giving their all to care for their family in impossible circumstances.

+

A wealthy country with a great education system.

+

Teachers going the extra mile to help.

— BUT NIC* IS STILL FALLING BEHIND BECAUSE OF POVERTY.

Nic has hopes for the future, like any child — but he's facing so many challenges because he's growing up in poverty. This means that no matter how hard he and his family try, **it isn't adding up to success.**



It doesn't
add up.

FIA

CONFERENCE

FrameWorks Application

Focused on the value of EQUITY

- Strong resonance with an Australian audience and The Smith Family's core donor.
- Strong brand equity in the “*every child deserves a chance*” proposition.

The value of HARD WORK

- Generally, Australians believe that *hard work should be rewarded*.
- Emotional resonance in the case of a child – none of us wants to see a child trying in vain to achieve something.

FIA

CONFERENCE



WINTER
APPEAL
2023



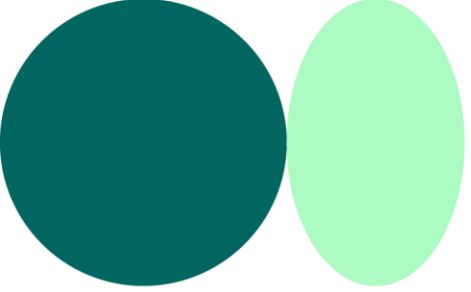
The Smith
Family
Learn today, change tomorrow.

Why should
poverty stop
Nic achieving all
he's worked for?

**Like any child, Nic
deserves a chance
to achieve his best.**

Nic tries his hardest at school, but poverty keeps putting obstacles in the way of his learning. His parents want him to have the same opportunities as any other Australian child and do their best to support his education.

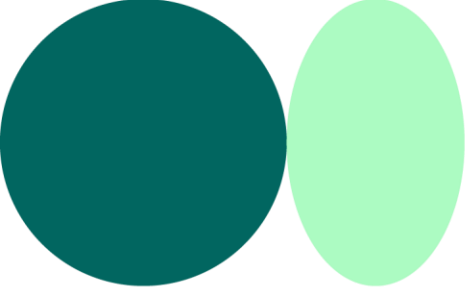
But with cost-of-living pressures mounting, especially for families already facing disadvantage, they're working longer hours than ever just to make ends meet. They don't have the time or resources to give Nic the support all children need to succeed. Despite his best efforts, Nic's falling behind at school.



Integrated Creative Treatment

Take the donor on a journey through two phases/waves.

- Illustrate the story of the child
- Connect with target audience
- Channel appropriate content and format, ensuring integration at each stage – and clarity over what role each piece plays
- Generate an emotional connection
- Clear and rational reason to give (child benefit and donor benefit)
- Express the aligned value clearly



In-Market Overview

	MAY						JUNE			
Week Commencing	24-Apr	1-May	8-May	15-May	22-May	29-May	5-Jun	12-Jun	19-Jun	26-Jun
Direct Mail Packs		Wave 1 May 1				Wave 2 2 June				
eDMs (email)		Wave 1 2 May					Wave 2 9 June			Wave 3 26 June
Telemarketing										
Corporate Donation Envelopes (ANZ)										
Press and Radio										
Outdoor Advertising										
Website Live										
Digital and Social										



CONFERENCE

Targeting and Segmentation

Standard Value

- Active
- Lapsing
- Lapsed
- Deeply Lapsed
- Confirmed GIW

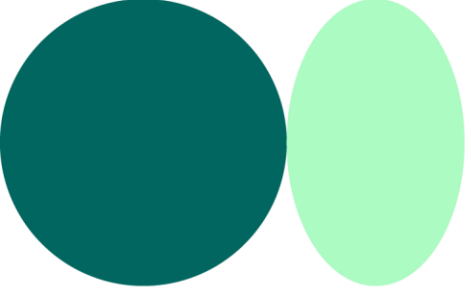
Mid-Value

- Mass market
- Stewardship-supported



FIA

CONFERENCE



Direct Response Journey

Standard

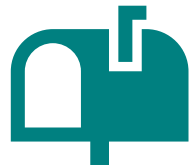
Mail Packs:

- Window face envelope
- 2-page letter with variable paras.
- 2 x Lifts
 1. Emotional
 2. Rational
- Response Mech
- Reply paid envelope

Additional Comms:

- Two waves of eDMs
- SMS follow-up
- Telemarketing to targeted supporters yet to give.

Mid-Value (Mass)



Mail Packs:

- Plain C6 envelope - hand-written address
- 2-page letter with variable paragraphs.
- 2 x Lifts
 1. Rational (as per SV)
 2. Impact Report style
- Response Mech
- Reply paid envelope

Additional Comms:

- Two waves of eDMs
- Telemarketing to targeted supporters yet to give.

Mid-Value (Stewardship)



Mail Packs:

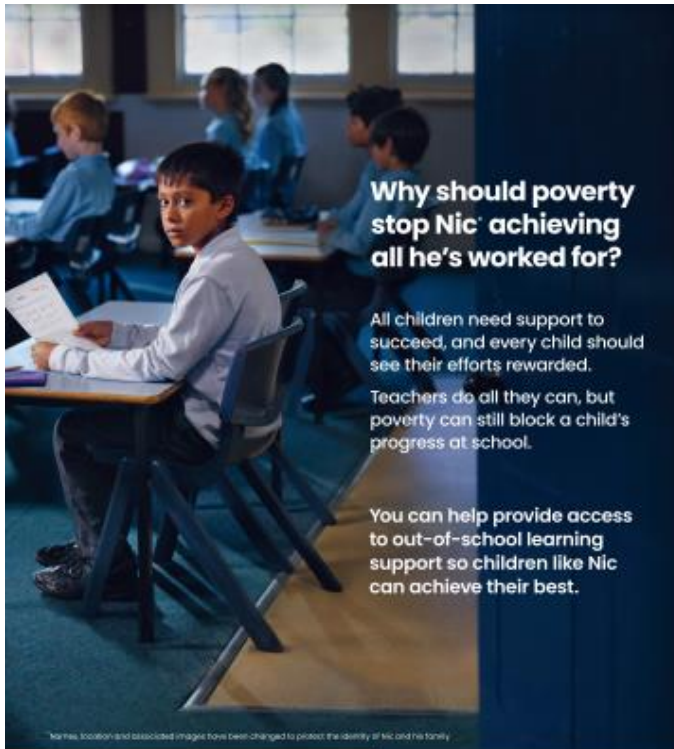
- Plain C6 envelope - hand-written address
- 2-page letter with variable paragraphs.
- 2 x Lifts
 1. Rational (as per SV)
 2. Impact Report style
- Response Mech
- Reply paid envelope

Additional Comms:

- One campaign eDM
- Stewardship emails
- Stewardship/thank you calling

Integrated Creative Treatment

Wave 1 – connect to the child – DM



Please donate today.

The Smith Family 1800 024 069



No child should experience this equation:

A smart little boy with big dreams, doing his best every day. + Two determined parents, giving their all to care for their family in impossible circumstances. + A wealthy country with a great education system. + Teachers going the extra mile to help.

BUT NIC* IS STILL FALLING BEHIND BECAUSE OF POVERTY.

Nic has hopes for the future, like any child — but he's facing so many challenges because he's growing up in poverty. This means that no matter how hard he and his family try, it isn't adding up to success.

How poverty is preventing Nic from achieving his best.

Like any other family, Nic's parents want him to have the chance to achieve his best, but growing cost-of-living pressures are making it harder for them to support his learning. Both parents are working longer hours to make ends meet. And because Nic sleeps up to care for his little sisters at night while his mum is at work, he has little time or energy for homework.

What's more, Nic doesn't have the digital device or internet access that are now crucial to learning, but unaffordable for a family in his situation.

Children growing up in disadvantage face unfair obstacles every day. And through no fault of their own, it's stopping them from achieving all they have worked for.

You can help Nic change the equation.

With your support today, Nic will be able to attend our proven out-of-school learning programs. He'll have access to an ideal environment in which to study and receive the tailored support he needs to catch up and keep up at school — so he can complete his education and go on to build a better future for himself.

Completing Year 12 (or equivalent) gives a child greater options for further study and employment.¹

¹ L. J. Lillard, J. D. Doolittle, and H. B. 2019. Who benefits and who doesn't? Center for Research on Education, Behavior, and Society. <https://www.berkeley.edu/sites/default/files/2019-03/2019-03-06-Who-Benefits-and-Who-Doesn't.pdf>

² The Smith Family Learning Club Program Evaluation Summary, 2022.

³ The Smith Family, Future Seekers Program Evaluation Summary, 2022.

*Names and images have been changed to protect the family's privacy.



too many barriers for a child in disadvantage.

Every child should have the chance to achieve their best, but children in Nic's position do not have the resources to help them overcome these barriers so they can fulfil their potential. Thankfully, there is a proven way you can help.

Learning Clubs

Here, Nic will receive ongoing help with his numeracy skills from dedicated and skilled volunteer tutors.

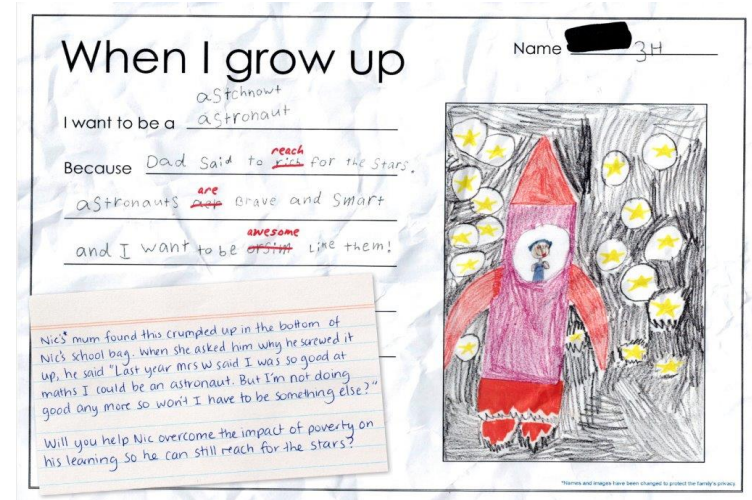
76% of students agree going to a Learning Club makes them try harder at school.²

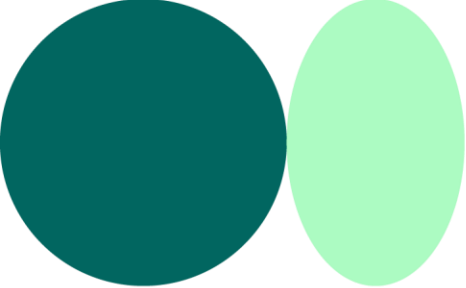
Future Seekers

This interactive program will help Nic understand how he can apply his interests and strengths in his future working life.

71% of participants report developing an initial understanding of the diversity of jobs.³

You can help make sure all of Nic's hard work adds up to success.





Mid Value Impact Report Lift:

- Editorial report style (6 pages).
- Link to highly relevant issue.
- Equal weighting between problem and solution.
- Highly factual and evidence based.
- Deep dive into our most widely used & effective program.
- Lodges with Wave 1 with 'overs' available for ad hoc stewardship use.



The impact of the rising cost of living on education.

Financial pressure is increasing for households across Australia.

Economic uncertainty, a lack of suitable employment opportunities, and housing affordability pressures are taking a heavy toll on many families across Australia.

The rising cost of living is compounding these financial pressures, and new research by the Australian National University has revealed how many households are now being affected.

The Household Financial Stress and Financial Wellbeing in Australia report uses a comprehensive new methodology to measure financial stress. Rather than focusing only on income, it takes a wide range of factors into account, including:

- family composition and age
- home ownership status
- location

Research indicates there are a significant number of factors that are the direct result of financial disadvantage, which can negatively influence student outcomes in school. These include:

- Gaps in essential resources that all children need to support effective learning.
- Gaps in technology and digital resources that are now essential tools for learning.
- Lack of opportunity to develop skills, mindsets and behaviours that are key to being a successful learner.
- Parents who may not have the time, skills, or resources to support their child's learning as a result of intergenerational poverty.

33% of households [in Australia] have some form of financial stress.²

IT HELP IS NEEDED

Issue on a family can profoundly impact a child's life. Here are some of the reasons why.

How learning support helps children overcome educational inequality.

The Smith Family provides targeted support that begins early in a child's life and continues in a balanced, long-term way throughout their education. Through a wide range of evidence-based learning support and mentoring programs, this approach is far more effective than concentrating support on a particular period of young people's lives and results in increases in high school graduation and university enrolments.

Each of our programs is designed to address identified barriers that can prevent children who live with financial disadvantage from making the most of their education.

For example, our Learning Clubs provide a safe, supportive, free and local out-of-school learning environment for primary and secondary school students. This is extremely beneficial for children who do not have access to a digital device, the internet or a suitable place to study at home – or whose parents do not have the time, experience or resources to support their children with schoolwork. These clubs also help bridge a gap in communities which may have limited or overstrained infrastructures and services leading to limited opportunities for students to participate that safe extended learning experiences.



Learning Clubs in action.

Jenny attended a Learning Club as a student and is now volunteering to help other children overcome educational inequality. Here she shares her insights and experiences.

"Going to Learning Club made such a difference to me. At that time school felt very hard and I kept falling behind no matter how much effort I put in. My tutors were great, they really helped me understand my work, and that made me feel more confident in the classroom, too."

By and supportive atmosphere helped me feel comfortable asking for help, which was really helpful. I'm not sure I could have done it without the support I got from The Smith Family Learning Club at my old school. I jumped at it."

Club is a great environment for students to have a choice about what they do, whether that's reading or homework or just hanging out with other children who are like you. It's optional, but we have a lot of fun and it comes every week."

They have hopes and dreams just like any child, and they realise what a great opportunity this is to keep those hopes alive.

It's hard at times, seeing children in these difficult situations, who feel like it's never going to get easier. I used to be very down on myself when I was struggling, and I see a lot of children feeling that way. But that's the point of being there – to help them discover what they're capable of and show them that they're not alone.

It's amazing to watch children getting more and more confident over time. It's not just about catching up. They also learn good study habits, like how to plan and organise their work, and that helps them become independent learners. I especially love working one-on-one with the students. The best moments are when a child doesn't understand something and you can see they're frustrated – then you find the right way to explain it and it suddenly clicks for them. Their happiness and excitement, the expression on their face when they realise they can do it – that's what motivates me. It's so satisfying for me and even better for the student.

Education has been the difference between the life I could have had and the life I do have now – so having the chance to help other children make the most of their education makes me feel very proud. It's such a blessing."

Education is one of the most powerful agents of change.

Together, we can redress the educational inequality that children face as a direct result of financial disadvantage. Our evidence-based programs are proven to help children remain engaged in their learning, giving them a greater chance of completing their education to Year 12 (or equivalent).¹²

This, in turn, gives a child greater opportunity to further study and employment beyond school gates. Your support will ensure more Australian children remain engaged in their learning, giving them a greater chance of completing their education to Year 12 (or equivalent).¹²

¹ Household Financial Stress and Financial Wellbeing in Australia. Report for the Australian Government, Centre for Social Research and Analysis, Canberra, 2022. Available at: <https://www.csr.gov.au/research-and-analysis/financial-stress-and-financial-wellbeing-in-australia>

² Smith Family, 2022. Available at: <https://www.smithfamily.org.au/financial-stress>

³ Smith Family, 2022. Available at: <https://www.smithfamily.org.au/financial-stress>

⁴ The Family Financial Capability by Education Study, 2022.

⁵ The Smith Family, 2022.

⁶ Access Economics, 2020. The economic benefits of increased tertiary participation rates for young people in Australia. Available at: <https://www.access-economics.com.au/wp-content/uploads/2020/06/Access-Economics-2020-The-economic-benefits-of-increased-tertiary-participation-rates-for-young-people-in-Australia.pdf>

⁷ Smith Family, 2022. Available at: <https://www.smithfamily.org.au/financial-stress>

⁸ Smith Family, 2022. Available at: <https://www.smithfamily.org.au/financial-stress>

⁹ Smith Family, 2022. Available at: <https://www.smithfamily.org.au/financial-stress>

¹⁰ Smith Family, 2022. Available at: <https://www.smithfamily.org.au/financial-stress>

¹¹ Smith Family, 2022. Available at: <https://www.smithfamily.org.au/financial-stress>

¹² Smith Family, 2022. Available at: <https://www.smithfamily.org.au/financial-stress>

Please make your tax-deductible donation by 30 June. The Smith Family 1800 024 069 WINTER APPEAL 2023



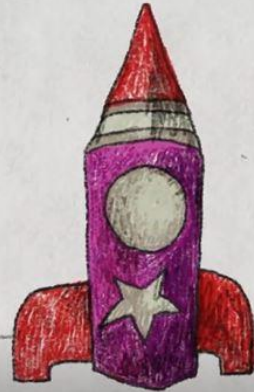
Regular evaluation shows what a Learning Club leads to:

- 76% of students report that it makes them try harder at school.
- 75% of students report that it helps them do better in school.
- 71% of students report that it helps them to ask for help when needed.
- 70% of students report that it helps them to engage more in classroom activities.

Integrated Creative Treatment

Wave 1 – digital

For Australian children with big dreams



Will you help Nic achieve all he's capable of?

Nic's effort
+ YOUR SUPPORT
= a fair chance
at school.



Your support will make sure Nic's hard work adds up to success.



Donate today



The Smith Family

Sponsored



"I want to be an astronaut but I'm not good at maths anymore." Nic, 8 years old.

...See more



thesmithfamily.com.au

Please donate today.

Not affiliated with Meta

Donate now

Integrated Creative Treatment

Wave 2 – push hard on known response triggers – values focused

Children don't have an equal chance when they live in poverty.

The rising cost-of-living is pulling many families deeper into poverty. This means children like Nic are falling even further behind at school and missing the chance to reach their goals.

You can help provide access to the out-of-school learning support they need to achieve their best.

Names, location and associated images have been changed to protect the identity of Nic and his family.

Please donate by 30 June.

The Smith Family 1800 024 069

WINTER APPEAL 2023 The Smith Family
Learn today, change tomorrow.

Children don't have an equal chance when they live in poverty.

WINTER APPEAL 2023 The Smith Family
Learn today, change tomorrow.

If undelivered, please return to GPO Box 6338
SYDNEY NSW 2011 CM19100039

POSTAGE PAID AUSTRALIA

It's not too late to give children in need access to crucial learning support.

There's still time to help give Nic an equal chance.

Yes, I want to make a donation of.

Donations to The Smith Family of \$100 and over are tax-deductible.

STEP 1 Choose your payment method and supply details:

Please first enclose: Cheque Money order (Must payable to The Smith Family)
—OR—

Please debit my: Visa Mastercard Diners American Express

Card Number: []

Name on Card: []

Signature: []

Expiry Date: [][][][][][]

Phone has been changed to protect privacy.
1. Priority in Australia 2023 Winter Appeal (2) UNDERACCESS
2. Lewis S. Jackson J., Wainth A. and Han S. (2015), Educational opportunity in Australia 2015: Who succeeds and who misses out. Centre for International Research on Education Systems, Victoria University, for the Mitchell Institute, Melbourne.

WINTER APPEAL 2023 The Smith Family
Learn today, change tomorrow.

Why should poverty stop Nic achieving all he's worked for?

Like any child, Nic deserves a chance to achieve his best.

Nic tries his hardest at school, but poverty keeps putting obstacles in the way of his learning. His parents want him to have the same opportunities as any other Australian child and do their best to support his education.

But with cost-of-living pressures mounting, especially for families already facing disadvantage, they're working longer hours than ever just to make ends meet. They don't have the time or resources to give Nic the support all children need to succeed. Despite his best efforts, Nic's falling behind at school.

1 in 6 Australian children live in poverty.¹ And for many, it's blocking their progress at school.

Children like Nic who are growing up in poverty shouldn't face barriers to learning in a country like Australia.

Thankfully, there is a proven solution. With early intervention and targeted out-of-school learning support, children in Nic's position can finally get an equal chance to pursue their dreams and achieve their potential.



Up to 40% of young people growing up in poverty won't complete Year 12. This limits their opportunities later in life.²

How you can help Nic build a better future.

You can ensure children in Nic's position can access our proven out-of-school learning support programs, so they can overcome the obstacles they face because of poverty and get the most from their education.

All Australian children deserve the chance to do their best at school. That's why it's crucial that Nic can get life-changing support through our proven learning programs without delay, so he can build vital literacy and numeracy skills and achieve all he is capable of.

Learning Clubs

Here, Nic will receive ongoing help with his literacy and numeracy skills from dedicated and skilled volunteer tutors.

76%

of students agree going to a Learning Club makes them try harder at school.³

Future Seekers

This interactive and imaginative program will help Nic explore his future aspirations through career-related learning.

71%

of participants report developing an initial understanding of the diversity of jobs.⁴

3. Learning Clubs Program Outcomes Summary (2021), The Smith Family.
4. Future Seekers Program Outcomes Summary (2022/23), The Smith Family.

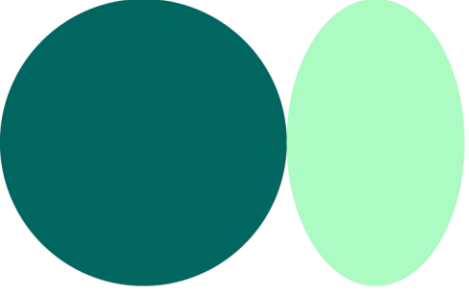
Please donate by 30 June.

The Smith Family

1800 024 069

Or return the completed Donation Form in the Reply Paid Envelope provided.

WINTER APPEAL 2023 The Smith Family
Learn today, change tomorrow.



Integrated Creative Treatment

Wave 2 – digital

The Smith Family Sponsored ·

It's not too late to help 5,528 Australian children living in disadvantage who are waiting for the support of our vital out-of-school ...See more

Please donate by June 30. Learn today, change tomorrow.

thesmithfamily.com.au
2023 Winter Appeal | The...
Not affiliated with Meta

Cost-of-living pressures make every day at school even harder.

 Learn today, change tomorrow.

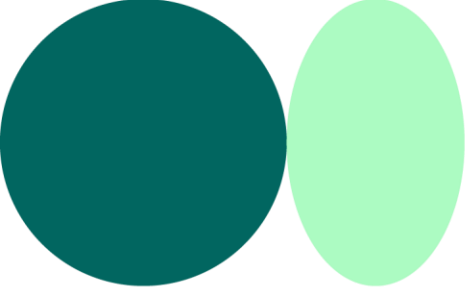
Children don't have an equal chance when they live in poverty.

 Learn today, change tomorrow.

Nic should have the same chance as any child to achieve his best.

 Learn today, change tomorrow. 

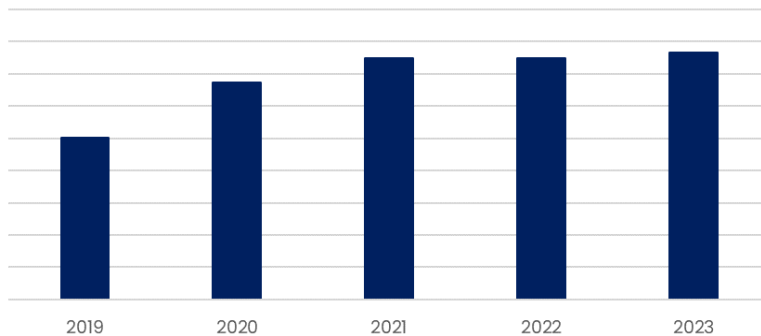
CONFERENCE



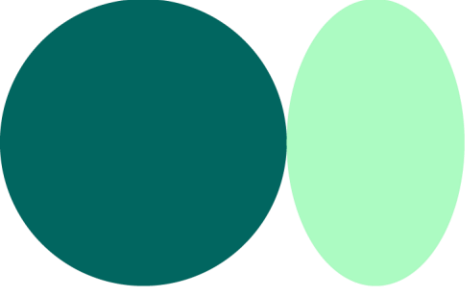
Results

The 2023 Winter was instrumental in ensuring ongoing growth within our cash appeals and maintained engagement with our core audience.

5 Year Income History



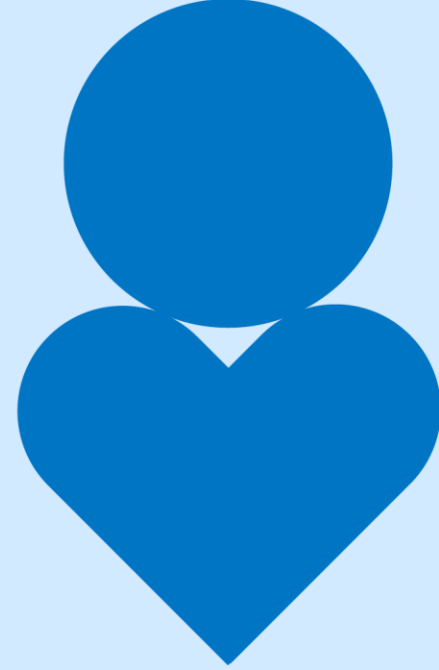
- **Fundraising income:**
 - Exceeded target by 20%
 - Equalled prior years record result
- **Sustained post-COVID giving among existing supporters.**
 - Increased response rate within core segment by 1.9%.
 - Increased giving in Mid Value by 30%
- **Reversed downward trend on new donor acquisition with 14% increase in fundraising from this cohort.**
- **Maintained relevance and resonance within cost-of-living suppressed environment.**



Key take outs

- **Make it relevant (when it REALLY is relevant)**
- **Put the donor first. Start with a deep human truth.**
- **Strengths-based *can* work – but requires testing and sometimes trade-offs.**
- **Keep the case study at the heart. The donor cares about the story.**
- **Planning is key to integration.**
- **And integration will ALWAYS pay off.**

**FIA
Conference**
2024



Thank you



Individual Giving Track
Sponsored By:

Robejohn