



strokefoundation

National Stroke Foundation

Corporate
Partnership Program

Take the pressure down.

Take the lead, receive the advantage.
Give your company the charity edge.

www.strokefoundation.com.au



About the National Stroke Foundation

The National Stroke Foundation is a national not-for-profit organisation that works with stroke survivors, carers, health professionals, government and the public to reduce the impact of stroke on the Australian community.

Our mission is to stop stroke, save lives and end suffering. We are the voice of stroke in Australia.

We will achieve this by:

- Raising awareness about the risk factors and signs of stroke and promoting healthy lifestyles.
- Improving treatment for stroke to save lives and reduce disability.
- Improving life after stroke for stroke survivors.
- Encouraging and facilitating stroke research.
- Raising funds from the community, corporate sector and government to continue our mission.

Visit www.strokefoundation.com.au for more information.

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National Office

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T. 1300 122 268

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StrokeLine 1800 STROKE (787 653)

We have offices in Brisbane, Sydney, Hobart and Perth.

The National Stroke Foundation Corporate Partnership Program

The challenge

Stroke is Australia's second biggest killer¹ and a leading cause of disability.² In 2012, Australians suffered 50,000 new and recurrent strokes – that's one stroke every 10 minutes.³ There were over 420,000 people living with the effects of stroke and 30 percent of these people were of working age.⁴ The biggest tragedy is that stroke is preventable.

What we need to do

The National Stroke Foundation has a mission to save lives, stop stroke and end suffering. Our goal is to ensure that stroke care and awareness improves year on year.

To achieve this we need to

Help more Australians to understand that stroke is a leading cause of death and disability.

- **Improve education** in primary care to ensure effective prevention programs are in place.
- **Grow our organisation** so we can help people with all aspects of stroke; prevention, and awareness, medical care and recovery.
- **Lobby governments** to ensure stroke is recognised as a top five health issue.
- **Monitor hospital stroke services** and support health professionals to improve quality of care.
- **Develop more community-based services** for survivors – carer training, individual support and advice to prevent recurrence of stroke.
- **Increase funding** and support more stroke research in Australia.
- **Gain the financial resources** needed to achieve these goals.
- **Make the voice of stroke heard in Australia** – raising the volume, increasing engagement.
- **Educate Australians** so they are aware that stroke is a medical emergency, and can recognise the signs and know the actions to take to save a life.



StrokeLine



Prevention programs

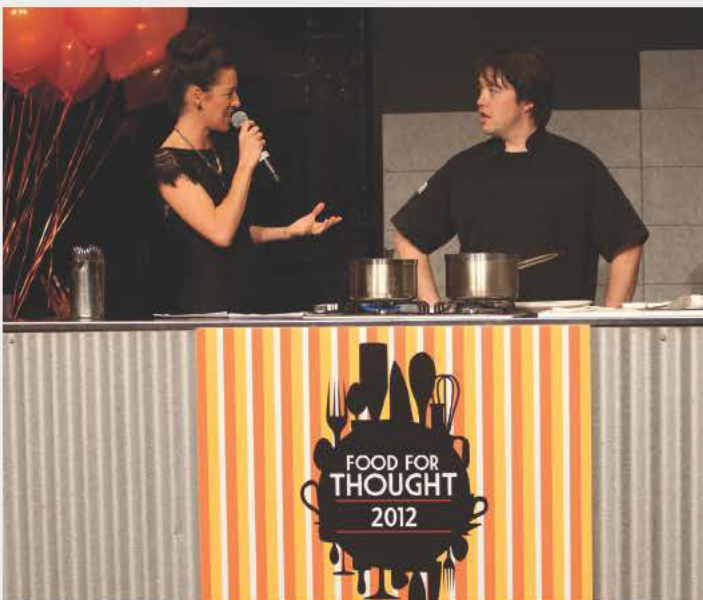
Help us to take the pressure down



Consumer surveys and research



Recovery programs



Fundraising events



Audit programs

We need to take the pressure down

Stroke can be prevented by keeping blood pressure and cholesterol levels low, exercising, enjoying a healthy diet, limiting alcohol intake and by not smoking.

Outcomes are improved with fast treatment, early access to dedicated stroke unit care and a coordinated community care program. Ongoing research into stroke will help improve treatments and save lives.

We invite you to partner with us

The National Stroke Foundation is seeking the support of key corporate partners to help us save lives by raising funds and awareness to drive the fight against stroke.

What we offer our partners

We work together with partners to create tailored programs that are based on mutual benefits.

The National Stroke Foundation is a truly national organisation. We welcome your involvement both locally and nationally and will work actively with your organisation to design a unique partnership with us.

The Stroke Foundation will work with you to develop a partnership that is structured to suit your business's individual needs and deliver against specific goals and objectives.

Together we can stop stroke, save lives and end suffering.

“ Studies have shown that stroke can be prevented. ”

The voice of stroke

The National Stroke Foundation was officially established in 1996 as the first national not-for-profit organisation to focus solely on stroke. As the voice of stroke in Australia, our mission is to stop stroke, save lives and end suffering. To achieve this we rely on the community with support from governments, and philanthropic and corporate organisations.

The Foundation works to raise awareness, prevent stroke through educational and health programs, facilitate research, improve treatment and make life better for stroke survivors through a range of programs and services across Australia.

What your partnership can do for stroke

By supporting the National Stroke Foundation you will help us to save lives, reduce disability and suffering caused by stroke and meet the needs of stroke survivors, their carers and other family members.

Brand	<ul style="list-style-type: none">Strengthen your brand positioning.Differentiate you from other brands.Enhance credibility by aligning with a highly regarded national charity.Increase emotional connection to your customers.Influence consumers to switch brand or purchase over other brands.
Mass Market	<ul style="list-style-type: none">Demonstrate social conscience.Maximise opportunity for point of sale engagement.Connect with your customer in a genuine way.Enhance the content of your social messaging.
Commercial	<ul style="list-style-type: none">Increase market share through differentiation.Increase sales by adding to your brand equity.Improve loyalty through emotional connection of your customer.Increase customer base through events and product placement.
Workplace	<ul style="list-style-type: none">Develop more giving culture within your organisation.Improve staff health and wellbeing.Enhance your reputation as an employer of choice.Provide a platform for employees to become actively involved in the community.
Your Community	<ul style="list-style-type: none">Demonstrate leadership to your peers.Inspire others through your commitment to community.Enhance your reputation as an organisation who contributes to social issues.Define yourself as a supporter of a "Healthy Australia".

Take the pressure down...

There are many mutually beneficial ways that your business can get involved with National Stroke Foundation.

Become a partner and align at brand level with the Foundation. Enjoy category exclusivity and many partner benefits.

Sponsor a program which may align with your area of work, or hold a special interest for your organisation.

Event engagement. Buy tickets or become a sponsor of our signature fundraising event, provide an auction item or engage with the event by providing product placement, or volunteering.

Become a corporate donor

Fundraise for stroke by asking your customers to donate to Stroke in your branches, outlets or offices.

Payroll Giving is a simple cost effective way of donating directly to the National Stroke Foundation

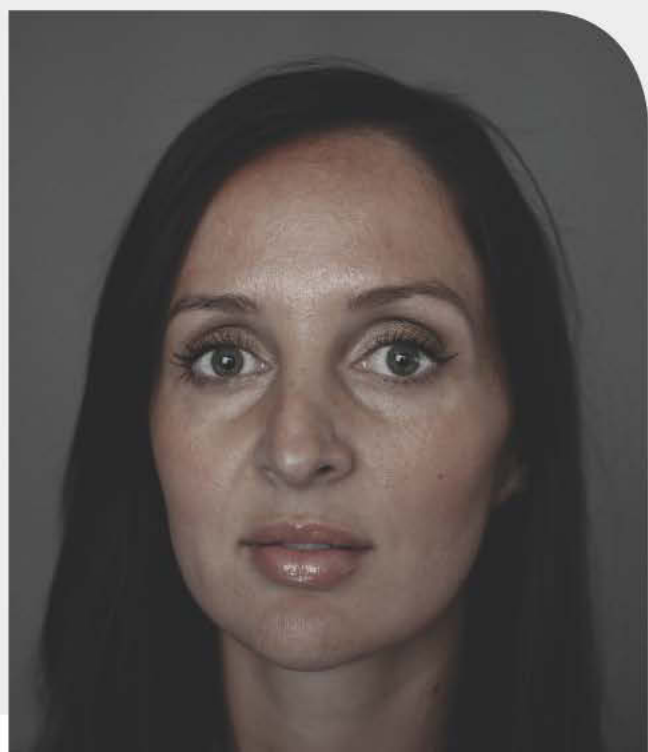
Workplace Giving is a great way for staff to get involved and raise funds for Stroke. We have a national fundraising campaign for staff to get involved in; it's really simple and fun to organise.

Matched Giving demonstrates to employees the company's commitment to their chosen charity, intensifies employees and promotes giving.

Corporate Grants demonstrate the company's commitment to their philanthropic values.

In Kind or Pro Bono Giving is a way of leveraging your ability to give through products or services from your business.

Volunteering is a great way to get your employees involved in your chosen charity. Volunteers usually become great charity champions in the workplace.




Lina Brohier, *pictured left*, was just 31 when she had a stroke that left her paralysed down one side.

“That kind of disability would have been life-changing and I just feel so incredibly lucky I was able to get prompt medical treatment. This saved parts of my brain from dying and meant I could make a full recovery.”

Lina, now pregnant with her second child, says the biggest blessing has been her beautiful son.

“When I was lying in that hospital bed, unable to move, I thought things like having children had been taken away from me,” she said. “I’m so grateful that the National Stroke Foundation is out there fighting to improve access to treatment and educate people about stroke risks like high blood pressure. I came so close to losing everything and it made me want to save others from stroke.”



“ Together we can stop stroke,
save lives and end suffering. ”

We welcome your enquiry. Contact us today to help take the pressure down for Australians and save lives.

For further information or to arrange a credentials presentation to your executive team please contact our corporate team:

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¹Australian Institute of Health and Welfare 2012. *Australia's Health 2012*.

²Australian Institute of Health and Welfare 2010. *Australia's Health 2010*.

³Deloitte Access Economics - *The economic impact of stroke in Australia 2013*.

⁴Deloitte Access Economics - *The economic impact of stroke in Australia 2013*.