



Enriching Lives
Foundation

PROSPECTUS

**“1 in 5 children
can’t afford public
school education.”**

**Schools Plus Impact Report, 2021*

Enriching Lives Foundation is a Gold Coast not-for-profit organisation committed to supporting local children to complete their education and we need your support.

OUR VISION

“To enrich the lives of those in need to make life better and help access opportunities.”

OUR PURPOSE

“To increase the engagement of young people with education by assisting to fund their journey and make a lasting impression on their lives.”

ABOUT US

Founded in 2022, our organisation is dedicated to transforming communities by providing essential financial support to individuals who face barriers to full participation in education, hindering the realisation of their full potential.

Comprising a nimble and seasoned team of former corporate executives, our mission is to amplify local giving. Early successes underscore the positive impact of our Sponsor A Student Program, fostering improved school engagement and overall well-being for teenagers. Recognising that education is not free and that many young individuals become silent victims of tragic circumstances due to a lack of funding or charitable support, we prioritise raising awareness in this crucial space.

As of 2024, our foundation proudly sponsors 70 students, allocating a total budget of \$140,000 to cover their public school education, resources, and food expenses annually. We acknowledge the pressing economic challenges affecting families, understanding that these conditions directly influence the future prospects of our young community members. Through our initiatives, we strive to alleviate these pressures and pave the way for a brighter future for the youth in our community.

OUR VALUES

COURAGEOUS

We are fearless in pursuit of our vision, never giving up on overcoming obstacles which stand in our way.

IMPACTFUL

We focus our efforts on working effectively to deliver powerful solutions.

INCLUSIVE

We believe our charitable resources and support in accessing opportunities, should be available to everyone in need.

COMMUNITY MINDED

Through collaboration and friendship, we engage our donor network to assist those in need within local communities to raise their living standards.



ENRICHING LIVES



“Education is
the pathway
out of poverty.”

- Marie De Daunton
Senior Guidance Officer, Psychologist
Hope Island Regional Office | South East Region
Department of Education

IN REVIEW

One in six Australian children and young people are living in poverty. On the Gold Coast alone there are over 40,000 children in High School, and it is estimated that at least 15% of this total are unable to fully afford the costs of a public school education, they are simply unable to provide the basics. That's over 6,000 not fully engaged with their education.

By helping to fund school essentials for children from disadvantaged homes and others in need, Enriching Lives Foundation hopes to encourage and enable kids to complete their schooling. Teenagers who leave school early are less likely to achieve employment, which may lead to social exclusion, mental health problems and future economic and social disadvantages within our community.

The Foundation was created to assist families in need, and the Sponsor A Student Program aims to cover public school expenses, including uniforms, school shoes, stationery, technology devices and excursions.

The funds to assist the students are given directly to the school. 'In need' students have been identified through a process by working with local schools – these schools currently include, Robina State High School, Miami High State School, Coombabah State High School, William Duncan Primary School and Nerang State High School.

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School should be a place all children value and enjoy because they come to school dressed the same as their peers, they have ALL the resources they need and they fully participate in the opportunities that are available, equally.

MEET ALEX



ONE OF OUR SPONSORED STUDENTS:

My name is Alex and I am a Year 11 student. I am extremely excited to have been selected for the Enriching Lives Program and can't express how much it will help me to complete high school.

I live out of home and my parents were struggling to pay for things such as uniforms and courses that I wanted to complete for pathways that I want to take in the future. I am now able to also attend my school formal with my friends.

Because of the Enriching Lives program, I have been able to select the courses that I wanted to be in, so I could become what I want to be out of high school. I am beyond grateful for this opportunity and will not take it for granted.

Thank you so much for this. It is greatly appreciated and will stay with me forever.
- Alex

On the Gold Coast there are approximately 6000 students in 63 schools, just like Alex!

SPONSOR A STUDENT PROGRAM

the cost

A recent analysis of back-to-school costs in 2024 by *Finder* reveals Australian families are spending an average of **\$2,547** per primary school child per year and **\$4,793** for each child in secondary school.

Source: www.theeducatoronline.com

The *Sponsor a Student Program* was developed by the Enriching Lives Foundation to facilitate a charitable program for kids experiencing financial hardship.

This community led program is administered by each public school and students are carefully selected by qualified teaching and welfare staff who personally know the students. Enriching Lives Foundation strives to raise the awareness of how many children miss out on reaching their potential due to the costs of public school education.

Gold Coast 2021 Snapshot

56,000

public school students

- 9% of the GC population
- extra 7,000 since 2016
- 12.5% increase
- 8400 or 15% can't meet the basic needs of food, uniforms & school

Of the 8,400 children who cannot access their basic needs for schooling, this does not include the many more who are excluded socially for not having the funds for the same clothes, shoes, and technology as their peers. Let alone join in on social events held at school, like their school formal.

The challenge of student engagement and mental health has become the number one objective for the education system.

The *Sponsor A Student Program* aims to increase the number of businesses and individuals who give back by ensuring giving is making a direct impact on the communities in which we live by getting funds directly to students to improve their futures.

An average public school student requires these essential items = \$5,000 per child:

+ Extra funds for internal and external school-based educations, activities & extra program costs like music, arts, sports, & special uniforms (sport & Year 12 Senior Jersey)

Uniforms	\$400
Camps & Excursions	\$500
Laptop	\$1,000
Programs & Courses	\$1,100
Tuckshop*	\$2,000
	*(no food at home)

SPONSOR A STUDENT PROGRAM



NOT EVERYONE IS LIVING THE GOLD COAST DREAM.

Tragedy comes in many forms and these circumstances are completely out of the control of the child;

- Illness And Or Death In The Family
- Job Loss
- Housing Affordability
- Substance Abuse
- Domestic Violence
- Mental Health

Education ends up being down the list of priorities, and although many of these kids turn up at school they are hungry or not dressed properly, which takes their focus away from reaching their potential. Especially if they are being bullied or can't afford to be part of the general peer group.

Not to mention schools can't give away their resources. Not only is public school not free particularly due to the rising costs of items (such as technology), schools also can't favour one child over another. As such, their hands are tied financially when it comes to individual circumstance.

Let's build our future community by providing a full education to all of our young people so they can reach their potential and become positive contributors to our society.



enrichinglives.org.au

Deductible Gift Recipient (DGR)

“As the cost of living continues to skyrocket, it's become increasingly challenging for parents to provide their children with all the supplies they need for the school year.”

- Graham Cooke, Head of Consumer Research at *Finder*

RESULTS 2023

Our focus since founding the organisation has been time spent with the education system and local schools. Our volunteer team has been on the ground raising awareness and funds to support the sponsor a student program and had some fantastic results in 2023.



We are proud recipients of funding from the **2023 Gold Coast Mayoress Ball**



Our Founder was a finalist in the **2023 Gold Coast Women of the Year Awards**



We had a successful campaign in the month of June from support of the **BSKT Café 10th birthday in Nobby Beach**



ELF was a recipient of the annual **Rotary/Miami High Duck Race** held on Burleigh on Sunday 14 August



Enriching Lives Foundation was a charity of choice for **Race Day donor recipient for GC Turf Club/ Melbourne Cup event**



Our inaugural **Race Day** held in June raised **\$15K** and was supported by **TPiL and Coastal Tipper Hire**



The **James Frizelle Foundation** has supported the foundation with a **\$10,000** donation



Gold Coast Local Charities chose ELF as their charity of choice at the monthly lunch at the **QT Hotel** in May



We received a community donation from **The Greater Bank** of **\$500**



An **International Women's Day Lunch** held earlier in March 2023 by local businesses chose Enriching Lives as the charity of choice (McGrath Real Estate, Mortgage Choice Robina, Fedorov Family Lawyers and others)



Our **inaugural Gala event** held at **JW Marriott Surfers Paradise** on 21 October raised **\$28,304**

Partner with us and MAKE AN IMPACT

Enrich a child's life for now and the future.

Benefits to You/ Your Organisation

Fulfill Corporate Social Responsibility (CSR)

Goals: Align your organisation with social impact, demonstrating a commitment to making a positive difference in the community.

- 1. Tax Deductible Contributions:** Benefit from tax advantages through your charitable contributions, maximising the efficiency of your financial support.
- 2. Local Giving:** Directly impact your local community, fostering a sense of connection and making a meaningful difference where it matters most.
- 3. Community Engagement & Improvement:** Actively engage with and contribute to the improvement of the local community, showcasing your organisation's dedication to social well-being.
- 4. Alignment with Key Values:** Support causes that resonate with your organisation's core values, including family, education, poverty alleviation, well-being, and inclusion.
- 5. Industry Alignment:** Strengthen ties with industries focused on families, education, and well-being, creating valuable partnerships and reinforcing your commitment to shared goals.
- 6. Professional Charity Group:** Partner with a professional charity group that ensures the majority of funds are channelled directly to those in need. Collaborate with a team of volunteer business professionals dedicated to maximising impact.
- 7. High Impact for Minimal Resources:** Achieve significant social impact with minimal resource allocation, showcasing the efficiency and effectiveness of your organisation's philanthropic efforts.

Benefits of Giving – Enhancing Your Business:

- 1. Elevate Brand Value & Awareness:** Contribute to your brand's positive perception and increase visibility by aligning with philanthropic initiatives, fostering a socially responsible image.
- 2. Attract, Engage, and Retain Talent:** Stand out as an employer of choice by showcasing your commitment to social responsibility, attracting, engaging, and retaining top talent who value purpose-driven workplaces.
- 3. Stakeholder Engagement:** Cultivate meaningful relationships with customers, suppliers, and partners by demonstrating a shared commitment to social causes, building trust and loyalty.
- 4. Drive Increased Profits:** A socially responsible business often enjoys enhanced customer loyalty and positive word-of-mouth, ultimately leading to increased profits as a result of a strong and reputable brand.
- 5. Ethical Imperative:** Beyond financial gains, giving back is a moral imperative that reflects your business's commitment to ethical practices and making a positive impact in the community.

In essence, philanthropy not only aligns with your business values but also serves as a strategic investment, reaping returns in brand equity, talent acquisition, stakeholder loyalty, and ultimately contributing to sustained profitability.

PARTNER WITH US

and make an impact

Ways You Can Make A Difference:

Social Media Advocacy: Spread the word by following and sharing our brand on social media platforms, playing a pivotal role in raising awareness and rallying support for our cause.

Subscribe And Stay Informed Through:

E-newsletters: Stay connected and informed by signing up for our e-newsletter, ensuring you're updated on our initiatives, impact stories, and upcoming events.

Sponsorship Opportunities:

Sponsor A Student or Classroom: Directly impact lives by sponsoring a student or an entire classroom, providing the gift of education.

Nominate Us for Events: Support our cause by nominating us as the charity of choice for your upcoming activities or events.

Event Collaboration:

Sponsor an Event: Align your brand with a cause by sponsoring one of our events, creating a win-win situation where your support generates valuable returns.

Workplace Giving Projects: Collaborate with us on workplace giving projects, fostering a culture of philanthropy within your organisation.

Donate Prizes: Make a meaningful contribution by donating prizes that not only assist in fundraising efforts but also promote your business, creating a positive synergy between corporate support and community engagement.

HOST YOUR OWN GIVING DAY

Your involvement, regardless of the form it takes, plays a crucial role in advancing our mission and making a lasting impact in the lives of those we aim to serve.

EMPOWERING COMMUNITIES

Through Efficient Impact

Our role:

Targeted Identification of Students in Need:

Local students in need are identified by their school welfare teams, ensuring a nuanced understanding of the challenges they face, promoting inclusivity and addressing disadvantages.

Principal-Endorsed Applications:

Applications are meticulously processed with the endorsement of school principals, ensuring a transparent and accountable selection process.

Direct Fund Deposits to Partner Schools:

Once applications are approved, funds are directly deposited into the accounts of partner schools, minimizing administrative overhead and ensuring a swift and efficient transfer of support.

Measuring Impact with Stakeholders:

Continuous impact assessment involves collaboration with school staff, families, and students. This comprehensive approach ensures that the program's effectiveness is measured through engagement and well-being metrics.

Emphasising School ENGAGEMENT:

Program sustainability is tied to high school ATTENDANCE/EFFORT/ BEHAVIOUR, reinforcing the commitment to EDUCATION and creating a pathway for positive, long-term EMPLOYMENT.

Fostering Hope for a Better Future:

Sponsored children, supported by your donation, find hope for a better future. Beyond financial assistance, this program is a catalyst for INCLUSION & IMPROVED MENTAL HEALTH, instilling optimism and aspirations for a brighter tomorrow.

The Enriching Lives Foundation's Board of Directors and volunteers comprise a collective of seasoned business professionals capable of orchestrating distinctive and innovative strategies tailored to meet both your business and individual requirements. When contemplating a donation, our aim is to guarantee a purposeful and well-aligned return on investment for you.



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We always give, but the benefit in partnering with Enriching Lives on the Gold Coast enabled us to engage more closely with our key business network at events while also giving back.

We also place a lot of importance on our staff and having this opportunity to engage as a team is very valuable.
– Amanda Thomas, Dip. Mortgage Broking, MFAA
Owner Manager, Mortgage Choice in Helensvale and Nerang