

## Frequently Asked Questions For Local Businesses

### **Why should our business get involved?**

Because you can make a difference!!

Big Brothers Big Sisters (BBBS) is Australia's leading youth mentoring program and wants to establish partnerships with local business to ensure the development of our business and yours.

Supporting Big Brothers Big Sisters, financially or in other ways, is an excellent opportunity to give something back to the local community and help young people in need.

### **How can we help?**

Your business can help BBBS in many ways including:

- Sponsorship
- In-kind donations for promotional or fundraising activities
- Pro-bono services or specialist skills (advertising, printing, public relations)
- Encouraging your staff to be involved as mentors
- Allowing staff to support or run fundraising activities
- Promoting the program amongst your networks

### **What are the benefits for our business?**

There are many internal and external benefits your business can derive from partnering with BBBS including:

- Improved reputation among community, customers and clients
- Opportunities for co-branding / logo exposure on BBBS advertising material
- Media coverage through BBBS ads/public service announcements on radio and newspapers
- Improved staff morale and retention where there is direct involvement in volunteering
- Event participation and networking opportunities
- Increased understanding of the community in which you work

### **How do I know that I'll be making a difference?**

Information will be provided to your business about how any money or resources are being spent and the direct impact that this is having on young people. Your business will receive regular updates, newsletters and reports from the program to provide you with these details.

You will also have the opportunity to attend BBBS activities and functions so that you witness first-hand what a difference your support is making.

### **Who else supports Big Brothers Big Sisters?**

Current supporters and sponsors of the program include State Government (Department of Planning and Community Development), Geelong Football Club (Cameron Ling - Patron), Pura Milk (National Foods) and United Way Geelong.

### **How do I find out more?**

For further information, or to schedule a workplace presentation to learn more about how you can help, contact BBBS Geelong on 5221 4466 or visit [www.barwonyouth.org.au](http://www.barwonyouth.org.au)