



Partnering with us



Valuing Children
— INITIATIVE —



The Valuing Children Initiative is an advocacy project championing children and young people.

We recognise that children have no choice about the circumstances of their birth, or their childhood, and we consider the wellbeing of children to be everyone's responsibility.

We know that childhood experiences shape adulthood so it is important that we nurture, protect, and listen to our youngest voices.



@Sasha Mortimore Photography

When we put children first,
the whole community benefits.

Partnering with the Valuing Children Initiative means



The Sustainable Development Goals were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The 17 SDGs are integrated—they recognise that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. We've picked a few that speak to us at the Valuing Children Initiative.



Reducing inequalities across our population, by ensuring children and young people: our future generations are heard, have opportunities to have a voice and take part in change for the(ir) future.



Good health and wellbeing are a focus of our work; to ensure children and young people have access to, understand options and engage in positive health and wellbeing into adulthood.



Our focus on No Poverty for children and young people is a driver to change indicators such as child development, access to early childhood education and care, early intervention and supports to thrive.



Partnerships enable high impact strategy and implementation to strengthen the positive outcomes for children and young people, while we raise awareness of the problems experienced by children and young people here in Australia.



103,700

children are affected by poverty in Western Australia

52%

of WA households with children are
food insecure

17%

of children in WA are growing up
in poverty



Children need our help.
Collectively we can make a difference - right here in Western Australia.
Our future generations are everyone's business.

Valuing Children Campaigns

Child Poverty Reduction Act

Community Advocacy

Child Impact Assessment Tool

- **○** No child should live in poverty. Research shows the multiple negative effects on a child's development to thrive.
- **○** VCI's anti poverty campaign provides a voice for children to influence decision makers and create a Federal Act.
- **○** This work looks like a grassroots campaign, telling real stories by real people through video, social media, media, opinion pieces, talking to MPs, strategy submissions to parliament.
- **○** Through advocacy projects VCI is able to raise awareness of the problems that children are experiencing here in WA.
- **○** Events, partnerships and activations allow VCI to share the messages to the public who may not be aware of what WA children are facing.
- **○** This work looks like education seminars on key topics, providing support and expert resources to aid young people and their supports, awareness raising partnership events, youth invitation and voice opportunities, valuing children Ambassadors, children's book series sharing the VCI pillars, research projects, conference presentations.
- **○** Valuing children is everyone's responsibility for a thriving community.
- **○** The Child Impact Assessment is a tangible tool that all organisations can use in their decision making to ensure the views of children and young people are considered.
- **○** This assessment is applicable to all organisations who wish to respect children and consider impact for future generations.





Get involved

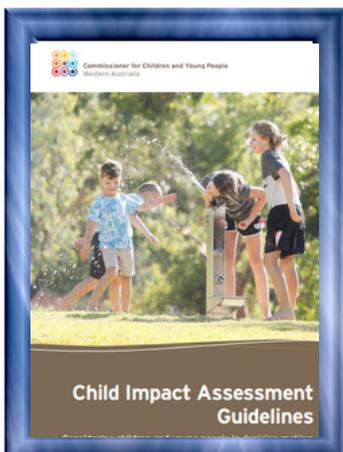


Child and Youth Council - The voice of children and young people is important to the Valuing Children Initiative. In being integral to our mission, we invite children and young people to take part in the work that we undertake. Be part of our events, social media take-over, opinion pieces and strategy contributions to ensure positive change based on your views.

Donations - As a project under the not for profit organisation Centrecare Inc, the VCI relies on donations to fund community projects. Without donations, VCI would not be able to participate in actioning valuing children across community and decision makers. Each donation over \$2 is tax deductible and you can choose which project your donation assists.



Community partners - Are essential to our impact. Through the advocacy of children and young people, we can see real difference being made. Knowledge is shared, resources are grown to value children. Co-branding and shared networks allow for greater awareness of valuing children in Western Australia. Our friends at Perth Heat baseball demonstrate commitment to children and young people through their fun annual Valuing Children day.



Child Impact Assessment - If you are serious about valuing children and want to be part of a thriving future generation, take a look at the child impact assessment and how it would work within your organisation. We are here to step you through the process and guide you in implementation:
info@valuingchildren.com.au





Get involved



Volunteer - As the VCI creates partnerships and community opportunities, there are annual events that rely on volunteer support. This may be our Valuing Children Day at Perth Heat Baseball or one of our education seminars; where VCI grow community champions in raising awareness and support in valuing children.

Communications- With awareness raising, educating and running campaigns for valuing children, there are many streams of communication where we can collectively increase the profile of children and young people's voices. Our trusted and professional supporters help provide safe platforms for young people to be heard. This may be done through social media sharing, collaborative events, speaking engagements, opinion pieces, newsletters, VCI book sales.

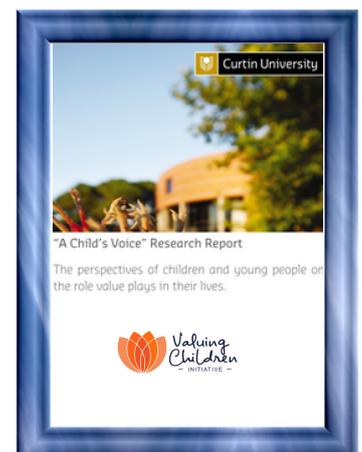


Venue space - Through the year VCI hosts a number of events as touch points with the community. Events such as roundtables, educational seminars, youth council meetings, book launches, focus groups and research presentations that all require accessible spaces. Can you partner with us as an event sponsor and co-host one of our important events?



Research - VCI is passionate about evidence base and the voice of children. We have conducted various research projects, papers and reports since 2016 that aid education and impact in creating positive change for children and young people. Do you have a research project you would like our support with? Have you an idea we can collaborate on by forming a research partnership?

We would love to hear your ideas to champion the Valuing Children Initiative's work: info@valuingchildren.com.au



Sponsorship opportunities

Sponsorship- We run valuing children sports days, education series, Ambassador lunches, Governor roundtables, leadership forums, city activations and research presentations. Each event has a unique opportunity for sponsorship, consultation, participation and collaboration. We believe impact works better amongst like minded advocates.

Tier 1- Platinum sponsor | \$10,000 AU annually

- Valuing Children Ambassador award - certificate and plaque.
- VIP invitations to Valuing Children events through the calendar year.
- Logo representation on Valuing Children website, socials and media opportunity.
- Event platinum sponsorship at x2 key Valuing Children event annually.
- Regular brand and Ambassador representation in the Valuing Children newsletter.
- Valuing Children to present at company meetings, annual events to highlight partnership and raise awareness of valuing children.

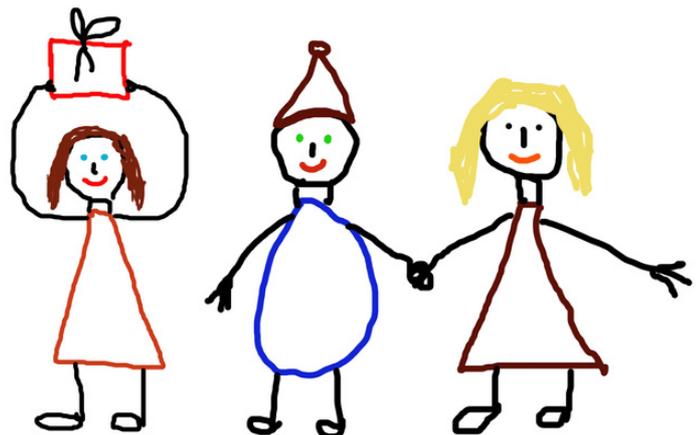
Tier 2- Gold sponsor | \$5,000 AU annually

- Invitations to Valuing Children events through the year.
- Logo representation as a gold sponsor displayed on Valuing Children website
- Event gold sponsor at x1 key Valuing Children event annually.
- News story opportunity in the Valuing Children newsletter annually.
- Valuing Children to take part at company events to raise awareness of Valuing Children partnership.

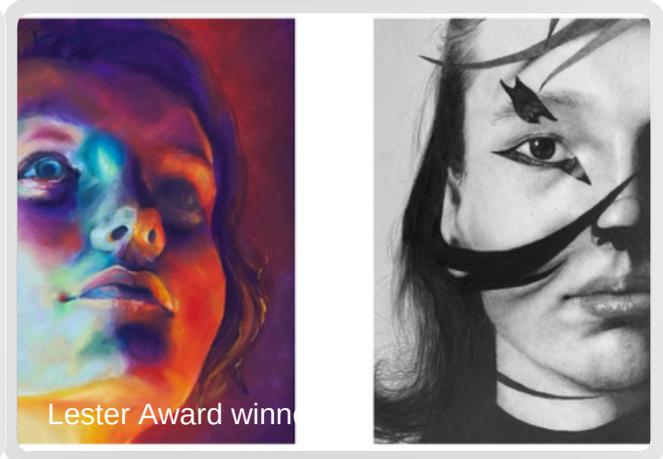
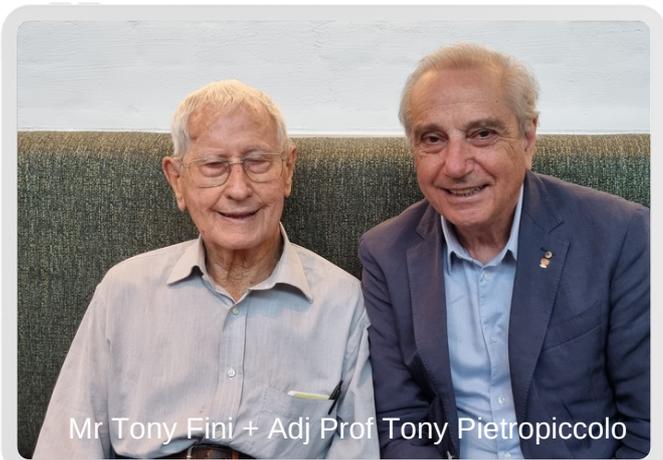
Tier 3- Bronze sponsor | \$2,000 AU annually

- Invitations to Valuing Children events through the year.
- Logo representation as a bronze sponsor displayed on the Valuing Children website.
- News story opportunity in the Valuing Children newsletter annually.
- Valuing Children to take part at company events to raise awareness of Valuing Children partnership.

Bespoke sponsorship opportunities are available each year as event, research and volunteer occasions are created. Maybe your team can create a corporate volunteer day at our next event? Contact the VCI team to discuss your idea. We would love to have you part of Valuing Children.



Case study - Tony Fini Foundation: Platinum sponsor



Since 2019 the Tony Fini Foundation have been consistent and generous supporters of the Valuing Children Initiative.

- In 2020 the Tony Fini Foundation provided sponsorship to our inaugural Valuing Children Day at Perth Heat baseball. This event now runs annually, raising awareness of Valuing Children in Western Australia whilst supporting local sport.
- In 2021, 22 and 23 the Tony Fini Foundation's support allowed the Valuing Children Initiative to recognise young creatives in the Lester Prize Art Awards; supporting young winners follow their passion for art into the future.
- In 2021 Nadia Fini-Lefroy joined the Centrecare Board, where she continues to champion children and young people in her Board role and through managing the Tony Fini Foundation.
- In 2023 the Tony Fini Foundation become major sponsor for our Valuing Children Ambassadors event, where new valuing children amabssadors are welcomed to the growing team of child advocates and champions.





Donation Form

Help make an impact. When we put children first the whole community benefits. Join us to create a societal change in valuing children. As part of the Valuing Children Initiative program your donation will be used to:

- 1) Educate and support the community on the importance and the knowledge of how to create environments for children to thrive
- 2) Lead with important research to further understand societal attitudes that influence how we value children in a modern world

Thank you.

YOUR CONTACT INFORMATION

First Name	<input type="text"/>	Last Name	<input type="text"/>
Address	<input type="text"/>		
City/State	<input type="text"/>	Postcode	<input type="text"/>
Phone	<input type="text"/>	Email	<input type="text"/>

TYPE OF DONATION

Personal Business or Organisation

Tax receipts will be issued in your name. If you are donating on behalf of a business or organisation, please ensure you select the appropriate option provided.

I wish to donate AUD*

Business name	<input type="text"/>		
Card holder	<input type="text"/>	or invoice me (tick):	<input type="checkbox"/>
Card no.	<input type="text"/>		
MM/YYYY	<input type="text"/>	CVV	<input type="text"/>

Signature Date

Tax Deductible

Every donation \$2 AUD and over is tax deductible and you will receive a tax receipt. Join us in making positive change within our community by improving the lives of all West Australians and helping them to thrive.



Valuing Children
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Valuing children is everyone's responsibility

Partnerships contact:
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