



Dear Prospective Sponsor,

The Avalon Centre, a small well-respected charity, is launching an innovative approach in a new initiative **Avalon Homes for the Homeless** to provide homes for the homeless. The initial activity, **The Lone Ride for the Homeless**, is a solo bike ride across Australia and back by an experienced endurance cyclist.

I am sure you are aware of the effect that homelessness is having on the community. We are inviting companies to partner with us in this venture. Having your company involved as a Founding Sponsor on this project would be beneficial to both organisations. We are therefore seeking your support.

You will find further information attached or go to our website www.lonerideforthehomeless.com.au or please contact our sponsor coordinator Elaine Siggins on 0400 265 210.

I look forward to discussing the possibility of your involvement as a sponsor for this exciting quest.

Kind regards,

Deborah Holmes
President

About homelessness

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There are more than 100,000 people who are homeless in Australia, and about 23,000 of them in Victoria – living on the street, in tents, crisis accommodation, temporary and severely overcrowded lodgings. The lack of stability for the homeless exacerbates mental and physical health as well as substance abuse problems leading to a diminishing quality of life. The main reasons for homelessness is domestic family violence, financial difficulties, lack of affordable rental, housing affordability and, stringent home loan/lending standards. The bulk of the homeless are aged between 19-34, followed by the under 12 age group.



The Avalon Centre has been in operation for 30 years and is run entirely by volunteers. For the past 10 years, the Centre has supported the homeless through the distribution of clothes, bedding, shoes, toiletries, etc. The Avalon Centre is preparing to implement a new strategic objective to help tackle the current housing crisis faced by those on the streets - **Avalon Homes for the Homeless**.



The first major fundraising event is **The Lone Ride for the Homeless**, raising funds to buy homes, providing long term accommodation and support to the homeless. This will enable a homeless family or group of people to break the homeless cycle.

Avalon Homes for the Homeless is an ongoing initiative, focusing on raising funds to purchase properties that Avalon will turn into *homes*. These homes will offer low cost accommodation for the homeless community, coupled with additional ongoing support from the Avalon Centre. We anticipate that this enterprise will attract a growing interest as it develops.





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How does buying a home help?

Based on successful programs in Finland and the UK, long term accommodation is identified as the first step to reducing homelessness and improving the chance of survival for the homeless. Support doesn't stop at just providing a home. Once housed, social and practical skills such as cooking and cleaning and also skills to support their involvement in the community are offered. Adjusting to life under a roof and the associated responsibilities helps to provide a pathway to employment and breaking the cycle of homelessness. This is what Avalon's exciting new venture intends to replicate. The model we are adopting is one that we hope will inspire others.



LONE RIDE for the homeless

First Campaign-The Lone Ride for the Homeless is a solo, unsupported 11,000 km bicycle ride from Melbourne via Uluru to Albany and back to Melbourne, commencing on 28 April this year, approximately a 5-month journey which will be reflective of the long lonely road that homeless people often face in getting their lives back on track. One of our volunteers, Tim Taylor, will embark on this arduous, solo journey to support the cause and create awareness of homelessness.

Homelessness awareness and engagement is vital to the success of this fund-raising campaign.

Our initial target is \$1,000,000 and we are therefore writing to companies who may have an interest in being one of our "Sponsoring Partners".

About the Lone Rider – Tim Taylor is an experienced, endurance cyclist who has spent the last 8 years cycling round Australia and the world. Through his volunteering at Avalon, he has become acquainted and seen first-hand the loneliness and hardships of the homeless. Tim hopes to inspire people to 'keep on riding' when the going gets rough to get to the better days.





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The Journey The homelessness crisis in Australia seems daunting and a long, hard road to travel. However, every journey begins with the first step, or in this case, turn of the wheels. The mammoth 11,000 km journey will cross time zones in Australia, and take him through cities, indigenous lands, past Uluru, through the Australian Goldfields and across the Flinders Ranges. Riding for about 12 hours a day, averaging 120 kms, the ride is expected to last about 4-5 months. The longest leg of the journey is 400km without access to food or water. This will be a grueling stretch without on-ground support. Tim will no doubt experience

loneliness, sleeping rough, hunger, thirst, and a lack of family comforts, all of which the homeless experience, on a daily basis.

Founding Partner Sponsors In establishing this new venture, we are hoping to attract the support of companies who are willing to partner us on this journey. We hope to develop long relationships by assisting each other in our endeavours to improve conditions for the homeless.

We are offering a three-year commitment, with an annual review of benefits to give opportunity for us to consult and continue working together to maintain a mutually beneficial relationship.

This venture gives every opportunity for the continuing exposure of your brand and addresses corporate social responsibility within the community.

Conclusion

All funds raised will be used for **Avalon Homes for the Homeless**. Everyone involved are volunteers, so administration costs will be kept to a minimum.

All donations over \$2 are Tax Deductible as the Avalon Centre as DGR status.

If you would like to discuss any alternative arrangements for involvement we would be happy to meet with you.

We hope you will consider joining us by agreeing to become a "Sponsoring Partner" For **Avalon Homes for the Homeless** and our initial fund raising event - **The Lone Ride for the Homeless**

We will call in the next few days to discuss this exciting and worthwhile opportunity.



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SPONSORSHIP OPPORTUNITIES

BENEFITS	PLATINUM \$200,000 + (exc. GST)	EMERALD \$100,000- \$199,999	GOLD \$50,000- \$49,999	SILVER \$25,000- \$24,999
Company profile listed on Avalon website Sponsorship page.	✓	✓	✓	✓
Promoted on social media throughout campaign.	✓	✓	✓	✓
The right to advertise Funding Level of Sponsorship to Avalon Homes.	✓	✓		
Participation in Events e.g. – Lone Ride Launch.	✓	✓	✓	✓
Ability to promote the sponsorship on your website and Company communications. (subject to copy being approved by Avalon).	✓	✓		
Link to your website from Avalon site.	✓	✓	✓	
Networking Opportunities with other companies and Donors at Social Functions.	✓	✓	✓	✓
Individual Consultation to discuss involvement.	✓	✓	✓	
Exclusive Naming of Houses (allocated on first-in basis).	✓			
Logo acknowledgement in all advertising material including advertising board.	✓	✓		
Recognition on a plaque or paving stone in grounds of house.			✓	✓