

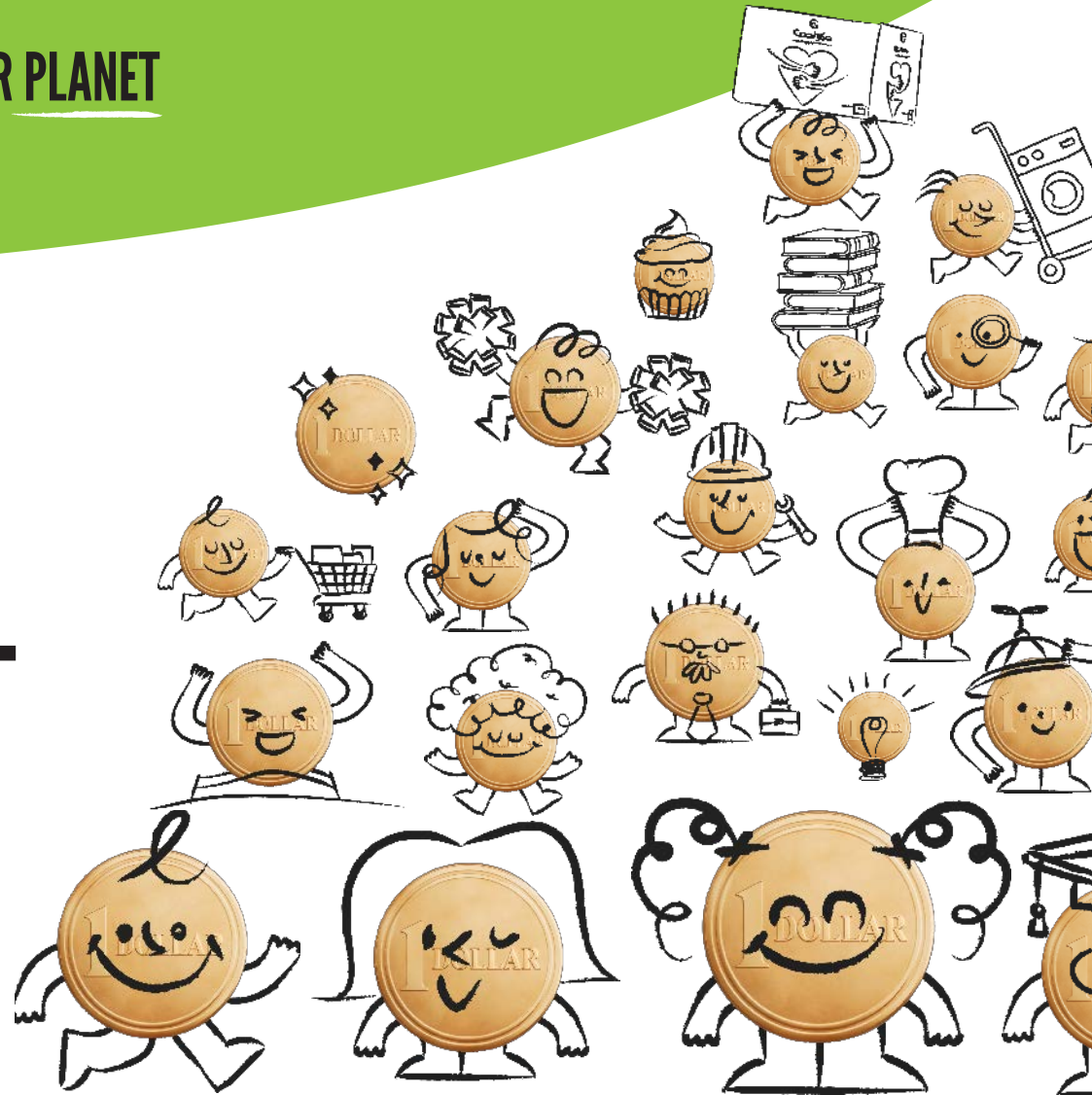
 Good360

EVERY ONE DAY

EVERY ONE DOLLAR COUNTS TO HELP PEOPLE AND OUR PLANET

RETAIL CAMPAIGN PARTNERSHIP PROPOSAL

Supported By:





EVERYONE DAY



A day for everyone to come together and help people and our planet

Every \$1 dollar donated helps Good360 deliver \$20 worth of unsold, new goods to Australians in need.

Good360 is on a mission to raise funds that will enable us to deliver \$1 billion worth of brand-new goods to meet the growing needs of communities across Australia, while also reducing waste in our environment.

To help achieve our mission, Good360 has created a fundraising event called **EveryOne Day**.

Visit everyoneday.org.au #EveryOneDay



WHY RAISE FUNDS FOR GOOD360?

The Good360 Impact Multiplier
20 times the good



Good360 Model
\$1 donation
= \$20 of goods

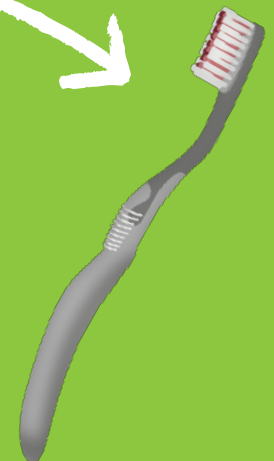
\$1 is donated to Good360. Businesses donate new surplus goods to us and we spend that \$1 on operations and logistics. Through the efficiencies and scale of our operating model, we take the \$1 donated and distribute \$20 of essential items to a person in need.

Creating 20 times the good.



Traditional Charity Model
\$1 donation
= \$1 of goods

\$1 is donated to a charity. The charity can go to a shop and spend that \$1 on a toothbrush, or give that \$1 to a person in need to buy a toothbrush.



OUR WHY



Society is struggling with both need and waste at the same time. **Good360** are here to help prevent waste and give new goods to Australians in need.

THE NEED

1 In 8 Australians Live Below The Poverty Line*



3.3 million people living below the poverty line.

* Poverty in Australia 2022 Report

<https://povertyandinequality.acoss.org.au/a-snapshot-of-poverty-in-australia-2022/>

THE OPPORTUNITY

\$2.5b Unsold New Products Wasted Every Year*

That's **billions** of brand-new, unused goods going to waste every year.

*Deloitte Report 2022

Most charities focus on helping individual causes, the Good360 benefits everyone from people to our planet. Some of our 35+ cause areas include:



Children & At Risk Youth



Crisis Prevention



Disability Care



Disaster Recovery



Domestic Violence



Education & Literacy



Financially Disadvantaged



Homelessness



Indigenous Communities



Mental Health



New Arrivals Seeking Refuge



Vulnerable Seniors

IMPACT TO DATE

Cumulative impact to 31 May 2023

HELPING PEOPLE



36.8M

New items connected to people in need



3.5M

People in need supported



3667

Non profits and schools supported

HELPING OUR PLANET



6.4M T

Goods prevented from going to waste



\$146M

To natural disasters



\$374M

Goods back into the circular economy



IMPACT GOALS 2025

100M

10M

10,000

20,000T

\$500M

\$1 billion

THE NEED IS GREATER THAN EVER

Demand on us is greater than ever but while it's vital that we have enough goods and services to distribute, without funding for our mission-ready, super efficient distribution network and infrastructure – there's a limit to what we can achieve.

We need your help.

This EveryOne Day, our goal is to raise a minimum **\$5M**

Supporting 1M people by distributing **\$100M** of goods



EVERYONE CAN SHINE FOR PEOPLE AND OUR PLANET



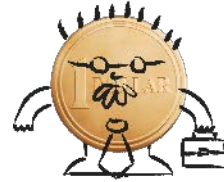
Shops & Retailers

As a retailer you can choose to donate money directly, commit a portion of sales from EveryOne Day and/or create a customer activation round-up or donation at your checkout.



Schools & Community Groups

Get your school, or organisation involved through a fundraiser such as a morning tea, or by wearing something sparkly for a gold coin donation and encourage everyone to “Shine for People and Our Planet”.



Workplaces

Your business can create a team fundraiser where your employees can each contribute, or even compete to raise funds. You could also host a “Shine for People and Our Planet” team event.



Individuals

Join EveryOne Day by shopping at participating stores, creating a fundraiser and encouraging your community to donate or simply donating directly to the EveryOne Day campaign.

OUR MEDIA

Inaugural launch
12 October 2023

We are promoting EveryOne Day with a media campaign throughout September-October via:

National OOH eg bus shelters, billboards

National TV

National Radio

Regional Newspapers

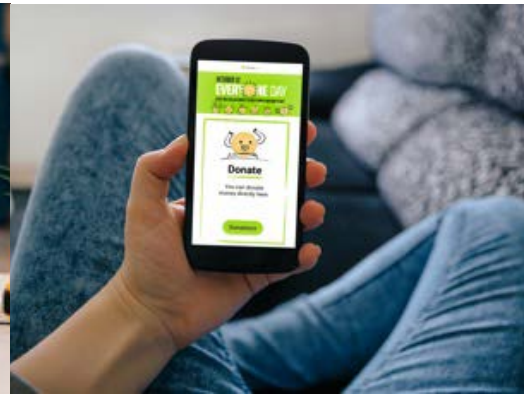
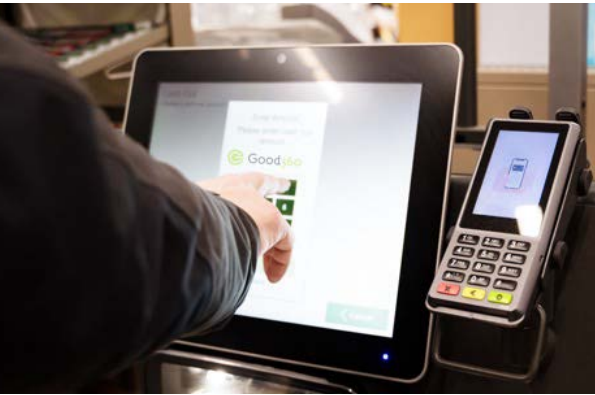
Streaming Service

Digital - social and search - videos and gifs featuring our very own coin characters



HOW TO GET INVOLVED

Shops & Retailers



Customer Donations at Check Out

Ask customers to donate at check out with the proceeds going to EveryOne Day. This mechanic may vary depending on what your POS allows (SKUs, QR Code, round-up etc)

\$X donated for every purchase made during EveryOne Day

Pledge a dollar amount for every transaction made during your chosen activation period.

X% of sales donated during EveryOne Day

Know exactly what percentage you can donate? Perfect! Make a pledge to donate a portion of sales during the activation period to help do good.

Donate directly to EveryOne Day website

Want to be involved but not sure how? Use our retail toolkit to link web banners and social posts to your unique fundraising page. If you have a bricks and mortar store, print posters or digitally display your unique QR code at checkout.



EVERYONE DAY EVENT WEBSITE



EveryOneDay.org.au

Participating retailers will appear on our partners page with a clickable link to take customers directly to your website.

HOW DO YOUR CUSTOMERS GET INVOLVED?



Shop Online or In-store

Customers can shop online through your chosen mechanic



Donate Online

Customers can donate online through your custom fundraising page by clicking through your site or in-store using unique QR codes or URL.

HOW TO PARTICIPATE: EVENT SETUP



1. Sign Up

Register at everyoneday.org.au and choose to “create account”. Enter your details for the main contact person - if this isn’t you, please ensure you have their permission.



2. Pay Participation Fee

We charge a participation fee during the sign up process to be included in our EveryOne Day retailer partnerships.

In return:

1. Your logo with click-through link will appear on EveryOneDay.org.au
2. You will receive a retailer toolkit with materials to help you get started.
3. You will appear in Good360 EveryOne Day social posts and EDMs.



3. Contract

We will send you a contract to confirm how you will be fundraising and to ensure the funds will get to Good360.



4. Retailer Toolkit

Once registration is complete and the admin fee paid, you will have access to our Retailer Toolkit via the portal including:

- A4, A3 & A2 Poster with QR code
- A5 Flyer
- Wobbler (10cm circle)
- Website banner
- EDM banner and copy
- Email Signature
- EveryOne Day Logos
- Website copy
- Social template
- Toolkit usage T&Cs

WE HELP EVERYONE

Selection of Good360 charity and school members

We have over 3,600 members ranging from small independent charities and disadvantaged schools to large not-for-profit organisations.



“Read about the kind of impact your donations and fundraising for Good360 have via: <https://catalog.good360.org.au/impact-story/index/search/>”



REAL STORIES WITH REAL IMPACT

“What I saw as a donation of furniture, the owners of the house cried because it was a symbol of rebuild”

The Big Umbrella Incorporated Lismore



“The bright light in our days are the amazing donations that came our way from Good360 and their donors”

Cerebral Palsy Alliance North Region



“The donations have a welcomed ripple effect, spreading through the community that people care and are willing to help those in need.”

Coomealla Health Aboriginal Corporation

“As a smaller charity, we have limited access and power to go and see the big brands. We can't know on the door and get a response so we appreciate that Good360 has the power to do that.”

Sandy Kervin
former CEO Jarrah House
Current CEO Save Our Sons
Duchenne Foundation



Award recognition

View all of our awards online at www.good360.org.au/awards/



Help us **reduce need and waste** so that **everyone benefits** – businesses, communities, charities, disadvantaged schools, people in need, our vulnerable and disadvantaged, our people, our planet.

It feels good.

CONTACT US

contact@good360.org.au

02 8594 3600
9-5pm AEST

Live chat available
9-5pm AEST
at good360.org.au

Event details available at
everyoneday.org.au



Join the Circle of Good.

Find out more at Good360.org.au



Ready to know more? Register your interest at everyoneday.org.au

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