



COMMUNITY IMPACT

Partnership Prospectus



Jada, 6 months & Amy



OUR CAUSE

HeartKids first launched in 1977 with a dedicated group of heart parents and registered as a charitable organisation in 1979.

For almost fifty years, HeartKids has continued to provide personalised frontline care, critical resources and community support to Aussie children and their families dealing with the lifelong challenges of childhood onset heart disease (CoHD).

0

Today, there is no cure.

1

CoHD is the leading cause of death in infants under the age of one.

3

Every three hours a child is diagnosed with CHD

4

Every week, four children's lives are lost to CoHD nationwide

8

Eight newborn babies are diagnosed each day

80,000

Australians living with CHD

!

CoHD is the most common birth defect

↑

Australia has the highest rate of Rheumatic Heart Disease (RHD) in the world disproportionately affecting Aboriginal and Torres Strait Islanders.

HOW WE HELP



Leon, 6 months

Frontline support carers:

Our frontline support team embodies HeartKids' core mission. From a child's initial diagnosis, often in utero, they walk alongside families impacted by CoHD and remain with them every step of the way throughout their lifelong heart journey.

Trained to provide support in hospital and at home, a HeartKids Heart Carer offers holistic support to fit each family's individual needs and unique situation. They assist families before, during and after surgeries, ensuring they are not alone and helping them navigate a new and often complex medical world.

Tragically, four Australian children pass away each week from CoHD. When this happens, HeartKids Heart Carers offer emotional and practical assistance including a financial contribution to assist with funeral costs.

HeartKids' frontline services are provided free of charge for life, ensuring heart kids and their families have access to compassionate, emotional and practical support when it's needed most.

Health resources

HeartKids, we understand the medical, emotional and physical challenges heart kids and their families face. That's why we provide access to the latest information about specific heart conditions as well as the impacts on overall health and wellbeing.

We offer more than just information – we provide a lifeline. Our resources include videos, camps,

therapy sessions, workshops, phone support, and research participation opportunities. Heart journeys are shared, and HeartKids offer guidance for parents and siblings, so no-one feels alone.

As new breakthroughs in CoHD emerge, our resources are updated to provide families with the latest advancements. Our commitment to heart families is unwavering as we strive for better treatments and, one day, a cure.

Community action

To sustain our mission, HeartKids hosts a range of annual events, community forums, webinars, engaging fundraisers and product sales.

These gatherings not only help to raise vital funds and awareness for our cause but also foster a sense of community among our volunteer supporters and reassure our heart families that they are never alone.

As families continue in their heart journeys, many become inspired to help; we offer volunteer training to equip these families with the skills they need to give back.

Whether through community fundraising, event invitations, or other support activities, they contribute to the cycle of support –moving from needing assistance to receiving it and ultimately, providing it.

We continually seek to expand our network of supporters to attract funds and raise awareness, all with the goal of ensuring heart kids and their families have all the support they may need.

LET'S PARTNER

Your tailored partnership agreement will include the benefits that best suit your team and community impact goals. We offer annual and three-year options.

Partnership benefits include:

- Quality community reputation building, awareness and storytelling via tailored engagement with our audiences.
- Logo presence via HeartKids Partnership page on website and applicable campaign collateral.
- Executive and community 'heart' sector engagement and networking.
- Onsite event images with your team engaged in our activations.
- eDM Partnership announcement in our national e-newsletter.
- HeartKids Partnership announcement and recognition via our social media.
- Joint media releases.
- Multiple campaigns, including media and event invitations.
- Featured HeartKids Annual Report inclusion on our website and via print.
- Corporate responsibility content developed for your intranet and internal sharing.
- Participation via onstage Awards presentation, Thanks from stage and logo recognition (where applicable).
- Engaging future health leaders and students.
- Tailored workshops and webinar promotions.
- In-Kind recognition.
- Skilled volunteering opportunities for your staff.
- Dedicated account management support.
- Other – please let us know what you need.

The options:

- Product centered partnerships
- Supporting heart families
- Team building days
- HeartKids program support
- HeartKids Australia Awards
- HeartKids Gala Ball
- Local Events partnership
- Creative activations
- Skilled volunteering
- Campaign partnership
- Hero for HeartKids
- Sweetheart Day
- Two Feet and a Heartbeat
- Hop for HeartKids

We look forward to discussing the options that best suit your organisation and team.

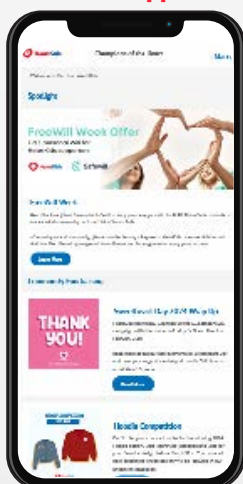


OUR AUDIENCE

Our key audiences include:

- Australian heart families and their support networks.
- Corporate, local business and community partners.
- Our Board, Executive, staff and volunteers.
- Medical specialists and practitioners providing frontline care and support for heart kids and their families.
- Children's hospitals and specialist clinics supporting pediatric cardiac care.
- Schools and preschools supporting heart kids and engaging in community action.
- Universities and colleges training future heart specialists and carers.
- All levels of Government committed to improving health outcomes of heart kids.

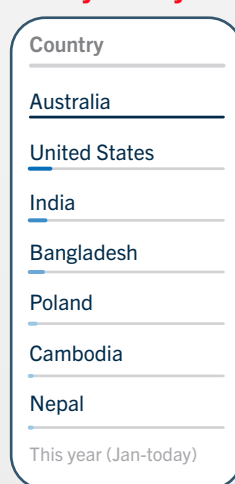
200K+
Database supporters



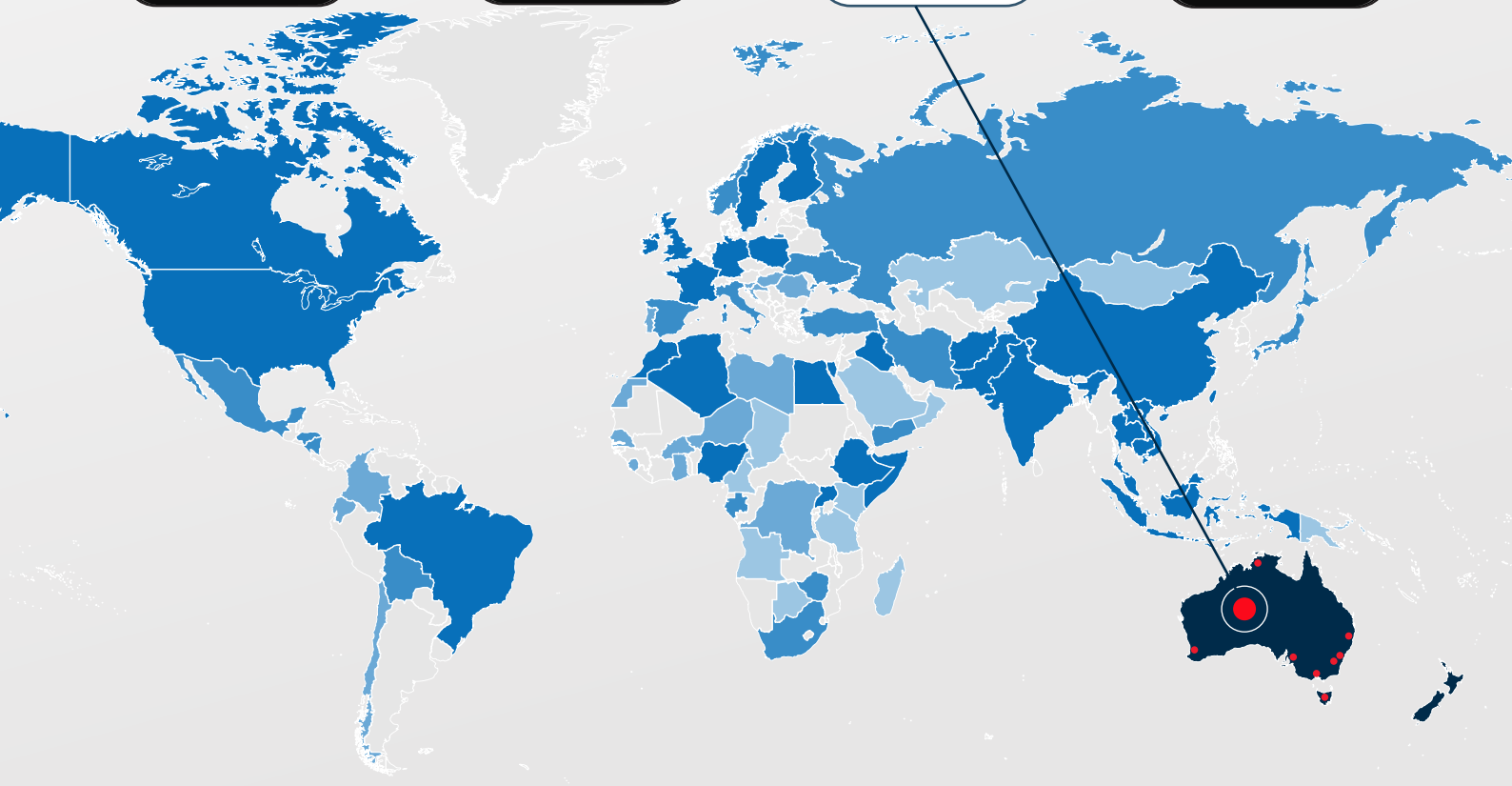
75K
Social media followers



**Users
by Country**



52,470,802
Media reach



Help an Aussie heart kid today



HeartKids

heartkids.org.au





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OUR CAUSE

HeartKids first launched in Perth, Western Australia in 1977 with a dedicated group of concerned heart parents and registered as a non-profit in 1979. For almost fifty years, in every state, HeartKids continues to provide personalised frontline heart care, critical resources and community support to Aussie children and their families dealing with the lifelong challenges of childhood onset heart disease (CoHD).

Today, there is no cure. HeartKids remains committed to delivering tailored support and solutions until one is found.

CoHD is the leading cause of death in children under 12 months, eight newborn babies are diagnosed each day and congenital heart disorders are the most common birth defect making us Australia’s most critical cause for kids. Every week, four children’s lives are lost to CoHD nationwide and every three hours a parent is told that their child has been diagnosed with a lifelong chronic heart condition. Many of these babies and children will require multiple complex surgeries before the age of five. Australia has the highest rate of rheumatic heart disease (RHD) in the world, disproportionately impacting Aboriginal and Torres Strait Islander children. There are currently 80,000 Australians living with CoHD, however it is likely that this figure will increase as better national hospital and health reporting becomes readily responsive and accessible. It is anticipated in the next twelve months that two leading cardiac pediatricians will release research which may potentially double this figure.

LET’S PARTNER

Your tailored partnership agreement will include the benefits that best suit your community impact goals. We offer annual and three-year rollover options.

Partnership benefits include:

- Quality community reputation building, brand awareness and storytelling with all of our audiences.
- Executive ‘heart’ sector engagement and networking.
- Strategic networking with sector decision makers and frontline influencers.
- Onsite event images with your team engaged in our activations.
- Engaging future health leaders and students.
- Logo presence via HeartKids Partnership page on website and applicable campaign collateral.
- Tailored workshops and webinar promotions.
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- Local Events partnership
- Creative activations
- Skilled volunteering
- Campaign partnership:
- Hero for HeartKids
- Sweetheart Day
- Two Feet and a Heartbeat
- Hop for HeartKids
- Heartrace for a Reason
- HeartAid
- Heartwork

We are keen to hear your thoughts and discuss additional options that will best suit your team.

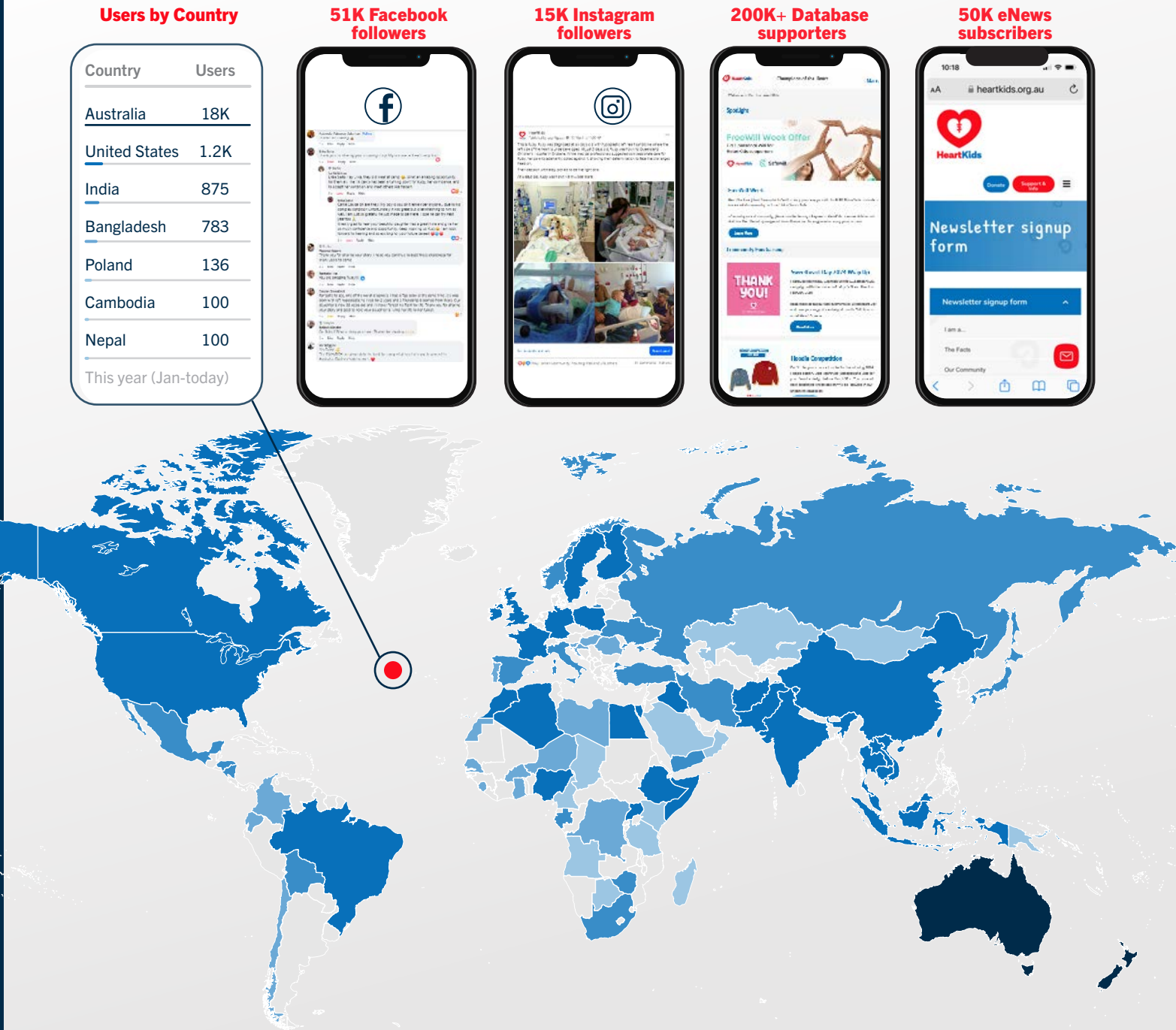
Contact

To discuss a new heartfelt partnership with HeartKids, please contact:
Marcus Sandmann
Chief Executive Officer
partner@heartkids.org.au

OUR AUDIENCE

Our key audiences include:

- Medical specialists and practitioners providing frontline care and support for heart kids and their families.
- Children’s hospitals and specialist clinics supporting paediatric cardiac care.
- Heart families and their networks.
- <<heart network>>??
- Schools and preschools supporting heart kids and engaging in community action.
- Universities and colleges training future heart specialists and carers.
- All levels of Government committed to improving health outcomes of heart kids.
- Corporate, local business and community partners.
- Our Board, Executive, staff and volunteers.





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HOW WE HELP

In each state, HeartKids' provides:

Frontline support carers:

Our Community Coordinators are the first ones to contact families once a CoHD diagnosis has been given. Bearing a gift pack of much needed resources, they're trained to support families in hospital and those making the transition home who are experiencing shock and grief. They then, as needed, provide care and support to the heart family prior to, during and after the child's surgery to ensure they're not alone and to help them navigate the often-complex medical needs that follow. Each week, four Australian children do not make it through this significant time.

When a child death occurs, HeartKids' provides bereavement support and a financial contribution to assist with the family's funeral costs. We remain in contact with the family, as needed, to partner with them over many years so, at the right time, they can provide support to other local heart families beginning this journey.

HeartKids' frontline carers are trained and are focused on providing tailored support to each heart family's needs. These services are provided free of charge.

Each heart family goes on their own medical, physical, and emotional journey. The HeartKids' frontline team is here to help them every step of the way. Our 'For Life' delivery model ensures we remain committed to each family throughout their heart journey, no matter what their age or need.

Health resources

Critical to providing tailored support to heart families is their access to up-to-date and relevant information regarding the specific heart condition of their child. HeartKids' provides medical and health resources that are relevant to the child's diagnosed condition and the anticipated impacts on their physical and mental health, and their emotional wellbeing.

It also provides resources for parents and families to help guide them, and their other children, during this difficult time. HeartKids' resources are not limited to handouts. We provide videos, camps, programs, tailored therapy and encourage participation in research and many more.

As new breakthroughs in chronic heart disease become available, our resources are updated to ensure that our families have access to the latest advancements in heart disease, while we work towards finding more solutions, and one day a cure.

Community action

To ensure the sustainability of our work and mission, HeartKids' hosts a range of annual education sessions and events, community forums, webinars, super fun fundraisers, product sales and much more. We are continually seeking to increase our supporter base so that we can attract much needed funds and raise greater awareness so that we can support and help more heart families.

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