

# Important information on sponsorship changes

Words can never express just how incredible is the difference you're making through your ongoing sponsorship. Together with fellow sponsors, you are enabling 62,822 young Australians through their education. By helping your sponsored students to get school essentials and to access extra learning and mentoring support, you're giving them the best possible chance of achieving all they're capable of. Thank you!

## Ensuring children in need do not miss out

As the costs of living and education rise, we want to make sure that no child who we support is left behind because of their circumstances.

That's why we periodically review the cost of sponsorship against the rising costs of living. Right now, all Australian families are finding it harder to make ends meet, but it's especially difficult for those already struggling with financial hardship.

To help us determine a way forward for both sponsors and students, we consulted broadly with a large group of sponsors and families. As a result of the combined feedback and support, **the cost of sponsorship will be increasing effective 1<sup>st</sup> January 2025**. As always, the entire increase will directly benefit your sponsored students across the three pillars of support that sponsorship provides.

## Changes to the cost of sponsorship

Our goal is to ensure that your students can access the school essentials and extra learning support they need to flourish. So, today we are asking your Club if you could please continue supporting at the new cost of sponsorship outlined below.

Level	Current sponsorship per annum	New Sponsorship from 1 Jan 2025	Increase of \$ per annum
School Shared	\$660	\$696	\$36
School Full	\$1,320	\$1,392	\$72
Senior Secondary Shared	\$936	\$984	\$48
Senior Secondary Full	\$1,872	\$1,968	\$96
Tertiary (shared individual)	\$1,320	\$1,392	\$72
Tertiary (full)	\$3,732	\$3,936	\$204

We hope that your Club can continue to sponsor your students at the new level. Your sponsorship ensures students can make the most of their education and go on to build a better future for themselves.

## VIEW Clubs' Support

In recognition of the strong support that VIEW Club members have towards their sponsored students, and to help clubs raise the extra funds and continue their support, we are extending an offer to any VIEW Club's sponsorships due for payment between 1 January 2025 to 31 December 2025 (next year). **These can be paid in advance, at the old rate, if payment is made before 31 December 2024.**

Please note that any new sponsorships taken up on or after 1 January 2025 will be at the new pricing.

We will be writing to all VIEW Clubs in October to detail the specifics of their sponsorship and proposed changes.

For any queries about these changes and how they affect sponsorship, please contact Taylor McGuire or our Customer Engagement team on 1800 633 622, Monday to Friday 8:30am – 5:00pm AEST.

Education is a powerful change agent. As a sponsor, you are helping students experiencing disadvantage to fully participate in their education and that's a gift that lasts a lifetime. Thank you for your ongoing support.

Yours sincerely,

Doug Taylor

## **Frequently Asked Questions**

### **What is the rise in the costs of living and education?**

Since our last sponsorship price increase over two years ago, the average cost of consumer goods and services (known as the Consumer Price Index, or CPI), has risen by 12%<sup>1</sup> and the average cost of education has risen by nearly 16%.<sup>2</sup> As the costs of living and education rise, it makes it even harder for our sponsored students to be able to afford the school essentials children need to make the most of their education.

### **How did The Smith Family arrive at the new sponsorship costs?**

For a family struggling with financial hardship, an increase in the costs of living can be the tipping point. Prioritising the essentials such as housing and food, means a parent can struggle to meet their child's education costs. Not having the essentials they need for school, often means a child can't fit in or participate properly. Once they begin to disengage, they are far more likely to fall behind and leave school early.

Reflecting on the cost of sponsorship, we took into account the increased cost of living as a starting point. However, listening to feedback from our sponsors is critical to our work. A few months ago, we invited sponsors to provide feedback on the options we explored regarding the change through an online survey. Over 2,800 sponsors responded and what stood out was that nearly all supported the need for an increase, and wholeheartedly agreed that this would help ensure we can continue to help families keep up with rising costs and enable The Smith Family to provide students with the ongoing educational support they need to create better futures.

We also invited feedback from over 1000 families supported by The Smith Family. We heard them say that the rising costs have made it harder than ever for them to afford the essentials they need for their children's education. They also reiterated the value they place on the personal and program support they receive for their child's learning.

This comprehensive review has resulted in a 5% increase in the cost of sponsorship, and importantly, a 5% increase in the financial support provided to families. This will be gratefully welcomed as it enables families to afford the essentials their children need to fit in, belong and participate fully at school.

### **Where do my sponsorship donations go?**

Your sponsorship donations go directly towards ensuring your sponsored student gets the full benefit of our *Learning for Life* program – helping students experiencing disadvantage to make the most of their education. Here's what your sponsorship provides:

1. **Financial support** – enabling the family to afford education essentials for your sponsored student for things like uniforms, shoes, stationery, textbooks and excursions, and course work for older students;

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<sup>1</sup> Australian Bureau of Statistics, Consumer Price Index: Tables 1 and 2, All Groups, Australia, Date Range: Jul 2022 to Mar 2024.

<sup>2</sup> Australian Bureau of Statistics, Consumer Price Index: Tables 3 and 4, Groups, Australia, Date Range: Jul 2022 to Mar 2024.

2. **Personal support** – matching a *Learning for Life* Co-ordinator with the family for the duration of your student's sponsorship. They work closely with the family to provide tailored support for your student, including linking them to the educational programs we offer;
3. **Program support** – where needed, your sponsored student can attend our out-of-school learning and mentoring programs. These programs specifically help the students we support to stay engaged with their education, improve their skills like reading and writing, and help boost their confidence and aspirations.

As is always the case, **all of your sponsorship benefits your sponsored student.**