



# Partnering with Australian families through A Brave life

## Your opportunity for Impact

Across Queensland, many young and vulnerable mothers face crisis, isolation, and discrimination during the perinatal period (from conception to a baby's first birthday). Poverty, domestic violence, homelessness, and perinatal mental-health challenges put both mothers and babies at risk.

Each year in Australia, around 48,750 babies are born into poverty, including nearly 10,000 in Queensland. Despite existing services & systemic barriers that often prevent families from getting the support they need.

**Employee Engagement**

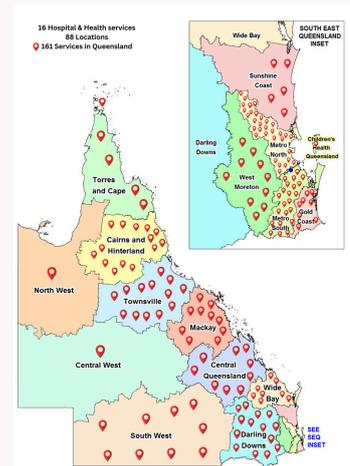


# Our Proven Approach

For nine years, A Brave Life has partnered with maternity services, community organisations, and researchers to create practical, evidence-based solutions:

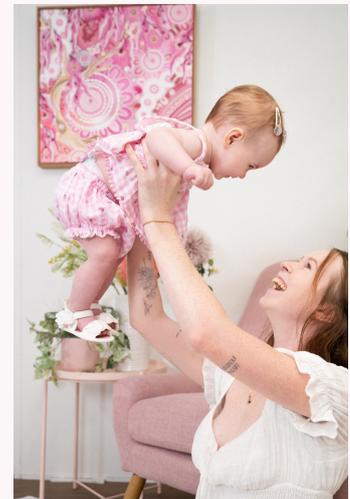
## EQUIP

Essential Resources: Baby Bundles providing nappies, newborn items, and hygiene products. To date we have gift over 12,000 Baby Bundles through 161+ service partners in 88 locations



## EMPOWER

EMALO Mother's Groups & Education: 10-week programs for mothers aged 24 and under, offering peer connection, perinatal education, and one-to-one support.



## ENCOURAGE

Research, Advocacy & System Change: Harnessing lived experience and university partnerships to influence policy and reform maternal healthcare.



# Why Employee Engagement Matters

When your staff actively participate in supporting vulnerable mothers, they develop deeper connections to your organisation's values while making a tangible difference in their community. Employee engagement through giving creates stronger workplace culture, increases retention, and builds team pride through shared purpose.

**Enhanced Team Cohesion** - Working together for a common cause strengthens relationships across departments and teams. Collectively, team members become authentic ambassadors for your company's commitment to social responsibility.

**Attract Top Talent** - 52% of jobseekers wouldn't accept a job offer if they didn't know or didn't agree with a company's mission, values or purpose, while 89% of Gen Z and 92% of millennials consider a sense of purpose important to their job satisfaction and well-being.

**Improved Retention** - Employees are more likely to stay with organisations that align with their personal values and provide opportunities for impact. Staff report higher job satisfaction when their workplace enables meaningful community contribution.



## Employee Engagement opportunities with A Brave Life

### Your Team's Impact Opportunities

#### ✓ **Brendale HQ Volunteering**

Pack Baby Bundles at A Brave Life's headquarters, directly assembling essential items (nappies, newborn clothes, hygiene products) that support vulnerable mothers across Queensland. Perfect for team building while creating immediate impact.

#### ✓ **Skills-Based Volunteering**

Share your team's professional expertise - marketing, finance, HR, logistics, or IT support. Contribute specialised knowledge that amplifies A Brave Life's capacity and effectiveness.

#### ✓ **First Nations Corporate Gifting Toiletry Bags**

We partnered with First Nation's artist Brooke Sutton to create culturally appropriate corporate gifts. A meaningful way to provide gifts to clients, staff or stakeholders with social impact.

#### ✓ **Christmas Collection Drives**

Organise workplace drives collecting Christmas presents for vulnerable families. Easy to implement across offices while spreading holiday joy to mothers and children in need.

#### ✓ **Baby Bundle Collection Drive**

Organise workplace Baby Bundle drives collecting brand new, newborn items for our Baby Bundle Program.

#### ✓ **Educational Speaking Opportunities**

Invite CEO, Author, and Local Hero Melissa Redsell OAM to speak at your conferences, team meetings, or corporate gatherings. Gain insights from a recognised leader while supporting A Brave Life's advocacy mission.

#### ✓ **Workplace Giving Program**

Implement regular payroll deductions allowing staff to contribute ongoing support. Simple, tax-effective giving that creates sustained impact for Queensland's most vulnerable mothers.



**Let's discuss how a partnership with A Brave Life can align with your corporate objectives while creating lasting change for Queensland's most vulnerable families.**

## **Brendale HQ Volunteering**

9-12 pm,  
6-8 team members  
Morning tea  
provided.  
\$1000

## **Educational Speaking Opportunities**

CEO, Author & QLD  
Local Hero  
Melissa Redsell OAM  
\$500

For **First Nations  
Corporate Gifting  
Toiletry Bags** and  
hosting a **Baby  
Bundle or Christmas  
Drive**, please contact  
A Brave Life.

## **Contact**

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A Brave Life is a public benevolent institution and is endorsed by the Australian Taxation Office as a Deductible Gift Recipient (item 1) with charity tax concessions (TCC). This means that we can provide tax-deductible receipts for any donation of \$2 or more. Our ABN is 21 614 660 276 and our registration to fundraise in Queensland is CH3052

## **Acknowledgement**

A Brave Life recognises Aboriginal and Torres Strait Islander peoples as the original inhabitants of the land now known as Australia and their continuing connection to land, air and sea. We acknowledge the Traditional Custodians of the lands across which we work and live, and pay our respects to Elders, past and present.

A Brave Life is proud to work in partnership with local Aboriginal and Torres Strait Islander communities.