

Brisbane Basket Brigade

CORPORATE PROGRAM 2020

*Putting smiles on the faces and hearts of
thousands at Christmas*

Corporate Co-ordinator – Rachel Pick

Corporate queries
brisbanebasketbrigadecorporate@gmail.com

General queries
brisbanebasketbrigade@magicmoments.org.au

Website
brisbanebasketbrigade.com

Social Media
<https://www.facebook.com/BrisbaneBasketBrigade>
<https://www.linkedin.com/company/brisbane-basket-brigade-christmas-charity/>

TABLE OF CONTENTS

| | |
|---|----|
| A SHORT NOTE FROM THE COMMITTEE..... | 3 |
| WHO ARE THE BRISBANE BASKET BRIGADE?..... | 4 |
| The Magic Moments Foundation (MMF)..... | 4 |
| THE BENEFITS OF PARTNERING WITH THE BRISBANE BASKET BRIGADE..... | 5 |
| IMPORTANT DATES & 2020 GOALS..... | 6 |
| OUR 2020 CORPORATE INITIATIVES..... | 7 |
| Setting up a Christmas Gift and Book Drive/wishing tree | 8 |
| Setting up a Christmas food and cheer drive..... | 9 |
| Join our Corporate Packing Day..... | 10 |
| Help us raise vital funds - fundraising and/or donation opportunities | 11 |
| Giving Tuesday – 1 December 2020..... | 13 |
| Sponsorship opportunities and/or product donation | 14 |
| PREPARING YOUR CORPORATE INITIATIVE – THINGS TO CONSIDER | 15 |
| ATTACHMENT A – CHECKLIST FOR PLANNING YOUR PROGRAM (WISHING TREE/DONATION STATIONS) | 16 |
| ATTACHMENT B – CHECKLIST FOR PLANNING YOUR PROGRAM – CORPORATE PACKING DAY | 17 |
| ATTACHMENT C – WISHING TREE TIP SHEET..... | 18 |
| ATTACHMENT D – DONATION STATION TIP SHEET | 19 |



A SHORT NOTE FROM THE COMMITTEE

Dear Corporate Supporter

What a crazy year 2020 has been so far! We hope you and your families are all safe and well.

We're excited to let you know that despite the current limitations imposed by COVID-19, the BBB committee have elected to proceed with our 2020 planning and initiatives. We know that unfortunately by Christmas 2020 the number of people within our community that need help will increase. However, we also know that if there is one positive to come from recent events, it's that Brisbane has embraced its sense of community like never before and people are looking for ways to reach out and help.

We couldn't do the work we do without our amazing community and corporate volunteers. We've tried to make sure that our programs ensure that it is possible for each and any person to volunteer and contribute in their own way.

We like to call our corporate supporters Santa's elves. Our community volunteers provide the practical items for our recipients by way of our basket buddies program and school programs BUT it's our corporate supporters that gather the gifts (hence the Santa's elves reference) and are instrumental in giving us a huge head start for our 3 day packing weekend. Nobody can get gifts wrapped, sorted and counted like a corporate team on a mission.

Be sure to check out the important dates page of this brochure. For reminders of our launch dates you can also sign up to our newsletter via our website or follow us on social media as follows:

Facebook - <https://www.facebook.com/BrisbaneBasketBrigade>

LinkedIn - <https://www.linkedin.com/company/brisbane-basket-brigade-christmas-charity/>

If you have any questions please contact us.

We look forward to working with you in 2020!

With best wishes

The Brisbane Basket Brigade Committee 2020

WHO ARE THE BRISBANE BASKET BRIGADE?

Since 1995, throughout the Christmas season, the Basket Brigade of the Magic Moments Foundation have worked with grassroot organisations to anonymously deliver food, clothing, toys and hope to those who need it most! The Brisbane Basket Brigade is part of a not-for-profit national charity run entirely by volunteers through the Magic Moments Foundation of Australia.

The concept of Basket Brigades exist all around the world however each brigade is run independently of the other. We are a non-religious, non-political organisation, bringing together like-minded people who make a difference to others' lives.

We are proud to say that in Brisbane we support over 70 local grassroot charities who nominate our recipients and that all donations, gifts and funds raised by the Brisbane Basket Brigade are returned back to our very own local Brisbane community.

The Brisbane Basket Brigade is all about giving back at Christmas. It's about volunteers helping those who have fallen on hard times or those who might need to be reminded that someone cares. It's about making sure that Christmas is full of love and the spirit of giving for everyone.

Our Committee of volunteers deliberately seek out recipients, via our grassroot charities, who might otherwise fall through the cracks and not seek help – children, women, families, the elderly, the hungry, refugees and the homeless.



The Magic Moments Foundation (MMF)

The Magic Moments Foundation is a non-profit organisation formed to create a community of caring volunteers who are committed to consistently reaching and assisting people who are often overlooked by society. MMF is also focused on supporting people to grow their own skills, in particular the youth in our communities, to become contributing members of their own communities.

The MMF turns hope into reality. Our mission is to arm people with the knowledge, skills and support to enable them to become the person they need to be and to have the life they dream of having.

As a registered Australian Charity with DGR status we do adhere to the legal requirements as set down under Australian Law.

For more information visit www.magicmoments.org.au



THE BENEFITS OF PARTNERING WITH THE BRISBANE BASKET BRIGADE

Regardless of which Corporate option you may be considering, BBB will work closely with you to create a successful, engaging and mutually beneficial partnership. We know that working with the BBB will provide an immediate impact to those in need in Brisbane this Christmas and believe that it will provide your team with lasting memories, benefits and goodwill.

Getting your corporate team involved with the very community they work in is a great way to boost morale and to reinforce the core goals and values of your company. Giving your employees time to participate in volunteer events during work hours is a win-win for the whole business. Not only does it give everyone the opportunity to interact outside of the office, but it also gives your employees the satisfaction of giving back to the very community they work and likely live within.

BBB are able to tailor partnerships to suit your business needs and objectives and we can help you to integrate BBB throughout your business.

Some of the benefits of partnering with BBB may include:

- aligning your company with a trusted non-profit, non-political and non-religious organisation to help boost your brand's reputation and credibility which can in turn enhance customer loyalty;
- providing employee engagement opportunities, such as our Corporate Packing Day Team Builder, to help attract, motivate and boost the morale of your staff
- increasing your brand awareness to a new audience through logo inclusion, advertisement, as well as print and signage marketing opportunities;
- gaining greater positive PR opportunities through your commitment to supporting a meaningful, local, community-based cause; and
- helping you achieve or instill your company's Corporate Social Responsibility objectives.



IMPORTANT DATES & 2020 GOALS

Basket Buddies Program (Community Volunteer Program)



Gifts (Corporate Wishing Trees)

| BOYS | | GIRLS | |
|---------------|-----------------|---------------|-----------------|
| Age Group | BBB Target | Age Group | BBB Target |
| 0-12 months | 70 | 0-12 months | 70 |
| 1-2 years | 105 + 105 books | 1-2 years | 125 + 125 books |
| 3-5 years | 240 + 240 books | 3-5 years | 210 + 210 books |
| 6-8 years | 240 + 240 books | 6-8 years | 200 + 200 books |
| 9-11 years | 240 + 240 books | 9-11 years | 180 + 180 books |
| 12-14 years | 240 | 12-14 years | 220 |
| 15-17 years | 240 | 15-17 years | 210 |
| Adult | 960 | Adult | 1550 |
| Elderly (70+) | 70 | Elderly (70+) | 90 |
| Dogs | 300 | Cats | 300 |

Important Dates

| | |
|------------------------------------|--------------------|
| Corporate Program Sign-up opens | 1 September 2020 |
| Corporate Packing Day Tickets open | 1 October 2020 |
| Giving Tuesday | 1 December 2020 |
| Donation Delivery Dates | 9-11 December 2020 |
| Corporate Packing Day | 11 December 2020 |

* Be sure to sign up to our newsletter or follow us on social media to receive reminders of these important dates.

Whilst we forge ahead with our important dates, we understand that any government restrictions imposed by COVID-19 may require us to change the venues for Giving Tuesday and our Corporate Packing Day. We are hopeful that by the launch date of our programs the venue requirements will be sufficient to comply with any current government directions. If these should change, we will be in contact to make alternate arrangements. Rest assured, all our events will be COVID-19 compliant and Safety Management Plans will be in place to ensure the event is run safely for everyone.

OUR 2020 CORPORATE INITIATIVES

We have many different ways that you can support BBB as a corporate supporter. Whether you're a small office of just a couple of people wanting to run your own internal gifting program or a large company/retail chain/gym/factory that wants to collaborate with your clients and customers, we have a program that is sure to fit.

Set up a Christmas Gift and book drive/wishing tree

Set up a Christmas food and cheer drive

Join our Corporate Packing Day

Help us raise vital funds - fundraising and/or donation opportunities

Giving Tuesday

Sponsorship or product donation opportunities

Setting up a Christmas Gift and Book Drive/wishing tree

Our Christmas Wishing Tree and Book Drives are the backbone of the Brisbane Basket Brigade and one of the main ways that we collect gifts to be delivered with our baskets. They are incredibly important to BBB as without donations, there could not possibly be baskets!

With every basket we deliver BBB also provide a gift for each and every member of the family, including the family cat or dog. That's approximately 7,000 gifts we need to collect for our recipients in 2020. This total includes an additional book for every child between the ages of 1 and 11 years of age. This is a huge goal and we can't do it alone; we need your help!

Setting up a wishing tree station can be as simple or elaborate as you choose. At the back of this brochure you will find a flyer that sets out the gift requirements and some helpful ideas.

**Sign up to this program opens on
1 September 2020**

Upon signup you'll be able to nominate your own targets for each nominated age group so we can make sure that none of our recipients are missed.

We remind you to be realistic in your targets. Whilst noble to set ambitious targets, BBB use their annual fundraising and donations to purchase last minute gifts for the shortfalls in any categories to ensure that nobody misses out. Whilst it's understandable that commitments or circumstances change, the more notice we have of any shortfalls the better planning we can do to ensure that each recipient's gift is purchased with thought and compassion rather than last minute. Once you have signed up to the program you can amend your targets at any time and we will request you to update your approximate final numbers close to the initiative closing date.

Following sign up you'll be provided with a link to our resources library that contains some useful tip sheets and template emails that you can use to launch and close your programs.





Setting up a Christmas food and cheer drive

A smaller alternative to the gift and book drive is the Christmas food and cheer drive.

Whilst the premise remains the same as far as set up and engaging your team, the items requested change to Christmas food and related items that we can add to our baskets to spread the Christmas cheer.

These items could include smaller items such as Christmas puddings, candy canes, tinsel, table decorations and shortbread biscuits, anything that remains synonymous with Christmas.

For more information and ideas check out our flyer attached as Attachment C.

**Sign up to this program opens on
1 September 2020**



Join our Corporate Packing Day

Our annual Corporate Packing Day first launched in 2019 and was a huge success!

Our Corporate Packing Day will take place on 11 December 2020. The program invites Corporate teams/workplaces to our packing location to help us get a massive head start and lend a helping hand with the final preparations for our community volunteer packing weekend which is on 12 and 13 December. Your teams will help us get a major head start on sorting over 20 tonnes of food and wrapping over 13,000 presents to ensure that our 1,700+ baskets and boxes of gifts are ready to be packed and delivered to those in need right here in Brisbane over the packing weekend.

The experience provides a fun and festive team building activity, while making a difference to the lives of others in our very own community.

What activities are included?

It's certainly no small task to get everything prepared for our packing weekend and some of the activities may include:

- 🌀 receiving deliveries from our Corporate sponsors
- 🌀 setting up the packing weekend venue
- 🌀 preparing and decorating our gift boxes
- 🌀 sorting, auditing and counting gifts into the relevant age groups
- 🌀 assisting with unloading our cache of food and gifts from our storage lockers to the packing venue
- 🌀 gift wrapping and bow making

Schedule

We have 2 sessions available on 11 December 2020 for our Corporate volunteers

AM Session
8:45am to 12:00pm

PM Session
12:45pm to 4:00pm

Each session will include a sign in, welcome speech, instructions on the different activities available and a rotation throughout the different stations.

What does it cost?

We place a small fee on our team volunteering opportunities to help raise vital funds for additional food, gifts and administration fees that go hand in hand in making our packing weekend a success. The cost per volunteer is \$30.00, this amount includes GST. Tickets for Corporate Day are limited per session.

**Corporate tickets are available for purchase
from 1 October 2020**





Help us raise vital funds - fundraising and/or donation opportunities

BBB hold multiple fundraising events throughout the year to raise much needed funds to top up our baskets and supplement our gift donations. Unfortunately, given the restrictions of COVID-19 we have been restricted in hosting any of our annual fundraising events.

As a company you could host your own fundraising events where all funds raised are donated to the Brisbane Basket Brigade.

Fundraising is social, rewarding and something that every member of your company can get involved with. It's also a great way for colleagues to get to know each other better while supporting a worthy cause.

Brisbane Basket Brigade is incredibly appreciative of the generosity of our supporters who dedicate their time to organising fundraising activities.

The funds raised from these activities go straight towards topping up our baskets and supplementing our gifts.

There's a lot of different ways to set up your own fundraising initiatives and a whole host of tips, tricks and ideas online. If you're stuck or need a hand please get in touch with us and we can give you a kick start.

A few fundraising ideas could include:

- 🌀 Cook for a cause – host a bake-off, morning tea or cake sale
- 🌀 Dress up days or casual days for a gold coin donation
- 🌀 Get guessing – fill a jar with lollies or chocolates and charge people per guess
- 🌀 Cadbury chocolate or pie drive fundraising
- 🌀 Trivia Night
- 🌀 Auctions and raffles
- 🌀 Office sports day or family events
- 🌀 Auction of promises – auction off your colleague's skills (with their consent of course)

- 🌀 Auction off your boss through a silent auction (consent may be optional) – I'm sure everyone has some tasks they'd like to give the boss
- 🌀 Challenge yourself with a sponsored walk, run, swim or cycle
- 🌀 Motivate your staff to donate with challenges where the company will match any donations made

To make a donation directly to BBB you can either donate through the Magic Moments website at www.magicmoments.org.au or email us at brisbanebasketbrigade@magicmoments.org.au for our banking details if you wanted to make a direct deposit. If you are donating through the website please ensure that you select **Basket Brigade - Brisbane** to ensure the funds are allocated correctly to our branch.

All donations over \$2.00 are tax deductible.



Be sure to let us know about your donation and provide any photos so we can give you a shout out on our Facebook and LinkedIn pages.





Giving Tuesday – 1 December 2020

Are you looking for a way to share with your clients and customers the amazing initiatives you have in place with BBB and give them an opportunity to get involved also?

Introducing....

GIVINGTUESDAY

SAVE THE DATE! 1 December, 2020 is the annual date for the global movement of GivingTuesday. It's an international day of giving that harnesses the collective power of individuals, communities and organizations to encourage giving and to celebrate generosity worldwide. Every year, on GivingTuesday, millions of people across the globe mobilize to show up, give back, and change their communities. The goal is to create a massive wave of generosity that lasts well beyond that day and touches every person on the planet.

Founded in 2012, GivingTuesday has inspired millions of people to give back and support the causes they believe in. In 2020, the Brisbane Basket Brigade will join the Australian branch of the movement as a not-for-profit and your business can join the movement as a business supporter. Registration is free however not required to support the movement or BBB.

Full details on the movement can be found at <https://www.givingtuesday.org.au>.

On GivingTuesday on 1 December 2020 we will be hosting an open day for BBB. This is a new initiative in 2020 and provides an opportunity for our community volunteers or corporate supporters and their clients and customers to come and meet some of the BBB committee, ask any questions they may have, deliver their donations collected from their internal initiatives, make a donation by way of an item for our Christmas wishing trees, our donation stations or a monetary gift and to take some photos with our BBB cut-out for their own social media.

For the final venue details for 1 December 2020 please keep an eye on our social media.

If you want to join the movement and/or get your clients and customers on board on GivingTuesday (and beyond) we have drafted an email template that you can use to share the word. Please email us at brisbanebasketbrigadecorporate@gmail.com or brisbabebasketbrigade@magicmoments.org.au and request a link.



Sponsorship opportunities and/or product donation

Investing in a sponsorship package with BBB is a sure way to improve your brands credibility, increase your brand awareness, gain access to a new network, to help demonstrate your commitment to Corporate Social Responsibility and to reinforce the commitment of your organisation to its team and the community.

We have different sponsorship levels to suit all budgets. Remember also, every cent is tax deductible. We actively encourage our community to support the businesses that are giving back. Here at BBB we love building and promoting community spirit!

| | FRIENDS OF BBB \$300 | GOLD \$1,000 | PLATINUM \$2,000 |
|---|-------------------------------------|-------------------------|-----------------------------|
| Certificate of Appreciation | Yes | Yes | Yes |
| Company recognition on posters displayed during the packing weekend | Yes | Yes | Yes |
| Social Media Promotion – your brand. This is in addition to any general posts about you supporting any of our other initiatives | 1 post | 2 posts | 4 posts |
| Your organisation and level of sponsorship will be mentioned on our email and social media campaigns | Yes | Yes | Yes |
| Your logo will appear on the Brisbane Basket Brigade website and Facebook and LinkedIn pages | Yes | Yes | Yes |
| Corporate Packing Day Free Tickets | | Yes – 5 | Yes – 10 |
| Company recognition at fundraising events for 12 months | | Yes | Yes |
| Recognition of company sponsorship mentioned during opening speech of Packing Weekend | | Yes | Yes |
| Premium positioning during the team packing weekend for your company banner where you can also display products (if applicable) | | | Yes |

If your company has any specific products to donate that you think would be suitable for our baskets or gift collections, we'd love to hear from you.



PREPARING YOUR CORPORATE INITIATIVE – THINGS TO CONSIDER

If your organisation has decided to host a wishing tree or donation station we have set up a checklist that you can use to help you sign up and complete your initiatives. These are the details that you will need to sign up for the program once it launches on 1 September 2020. Be sure to follow us on social media to be reminded when our registrations open.

Here are some other things that you may wish to consider prior to registering for your initiative:

- 🌀 Do you have a designated area for your donations/wishing tree?
- 🌀 How will you let your team know about the initiatives?
 - Email
 - Intranet
 - Social Media
- 🌀 Who in your organisation is welcome to participate in the program?
 - A workgroup only
 - A single branch
 - Multiple locations
- 🌀 Is your organisation open to matching employee donations or supporting the initiative from a business perspective?
- 🌀 How will you be collecting donations?
 - Via a wishing tree strategically placed in a designated position? What is your start and cut-off dates?
 - As a voluntary 'entry fee' for your work Christmas party, i.e. a gift which can be part of your decorating
- 🌀 Would you like a member of BBB to attend at your offices to either speak to your team to launch your program or to take official delivery of your donations? If yes, please contact BBB by email to request availability.

Once you have signed up for any of our Corporate Programs you will be provided a link to our resource library that contains:

- 🌀 Template email for your pre-launch notifying your potential participants how they can get involved
- 🌀 Template email to be sent just before the closing date of your initiative
- 🌀 A BBB logo that you can use in your marketing material
- 🌀 A template email if you want to announce your involvement with BBB and invite your customers and clients to participate in GivingTuesday
- 🌀 The Wishing Tree gift suggestions flyer
- 🌀 The Donation Station suggestions flyer

If you need assistance with preparing any other materials for your initiative please let us know how we can help.

ATTACHMENT A – CHECKLIST FOR PLANNING YOUR PROGRAM (WISHING TREE/DONATION STATIONS)

COMPANY & CONTACT DETAILS

Company Name:.....

Company Address:

Co-ordinator Name & Position:

Co-ordinator's phone & email:

Back-up co-ordinator name and phone:.....

PROGRAM DETAILS



Wishing Tree



Donation Station



Both

WISHING TREE TARGETS

Total: (see below for breakdown)

| BOYS | | | GIRLS | | |
|---------------|-------------|----------|---------------|-------------|----------|
| Age Group | BBB Target | Our Goal | Age Group | BBB Target | Our Goal |
| 0-12 months | 70 | | 0-12 months | 70 | |
| 1-2 years | 105 | | 1-2 years | 125 | |
| | 105 (Books) | | | 125 (Books) | |
| 3-5 years | 240 | | 3-5 years | 210 | |
| | 240 (Books) | | | 210 (Books) | |
| 6-8 years | 240 | | 6-8 years | 200 | |
| | 240 (Books) | | | 200 (Books) | |
| 9-11 years | 240 | | 9-11 years | 180 | |
| | 240 (Books) | | | 180 (Books) | |
| 12-14 years | 240 | | 12-14 years | 220 | |
| 15-17 years | 240 | | 15-17 years | 210 | |
| Adult | 960 | | Adult | 1550 | |
| Elderly (70+) | 70 | | Elderly (70+) | 90 | |
| Dogs (\$5) | | | Cats (\$5) | | |
| | 300 | | | 300 | |

BBB REPRESENTATIVE

Are you requesting a BBB representative attend to help you either launch or close your program? Y/N

DELIVERY/COLLECTION OF YOUR DONATIONS

If you are delivering your donations please nominate when:

- ☐ 1 December 2020 – GivingTuesday venue
- ☐ Collection will be required by BBB from our premises
- ☐ 11 December 2020 (Friday) – Corporate Packing Day

COMPANY & CONTACT DETAILS

Company Address:

Co-ordinator Position:.....

Co-ordinator phone:

Back-up co-ordinator name and phone:.....

Total Tickets Required:

.....

.....

.....

.....

.....

17

WISHING TREE TIP SHEET



Age Group Ideas

Baby - clothing or accessories acceptable, teething rings, bunny rugs, play mats

1 - 2 years - interactive toys, learning toys, cuddle toys

3-5/6-8/9-11 years - interactive toys, learning toys, outdoor games, board games

12-14/15-17 years - Gift packs, caps/hats or accessories, something to build, outdoor equipment, backpacks or handbags

Adult Females - gift packs, candles, makeup or pamper kits, coffee/tea set or mugs, throw rug

Adult Males - socks, wallets, tools, Father gifts, coffee mug, drink cooler, history or puzzle books

Dogs & Cats - pet toys to the value of \$5.00

Donation Station Tip Sheet

- Christmas Puddings
- Shortbread biscuits
- Candy Canes
- Family Size Chips
- Christmas lollies, popcorn, nuts or snacks
- Tinsel ,ornaments or Xmas lights
- Xmas tableware or decorations
- Christmas window decorations
- Craft supplies for families to make their own, e.g. ginger bread house, popcorn wreaths

We kindly ask when you are selecting your donation that you keep in mind the following:

Each recipient family receives at least two large bags of groceries so if you are buying fragile food items such as mince pies or biscuits please ensure they are in boxed or hard protective wrapping so they don't get crushed.

BBB baskets are delivered in mid-December which is the start of summer so please no donations which could melt between our packing venue and delivery to our recipients

Any Christmas decoration donations need to be able to fit into our shopping bags or box of gifts. Whilst a small 20cm Xmas tree is fine, a 6ft tree just won't fit (unfortunately).

Aim for items that aren't breakable but still sustainable and can be used more than once.

If in doubt, check with your nominated coordinator.

Thank you in advance for your support

Brisbane Basket Brigade



**Thank you for helping to spread the
magic this Christmas!**



Brisbane Basket Brigade Committee 2020