



## Sponsorship Opportunities

### Bellyful Volunteer Hui and Training Weekend – October 2022

Bellyful is a nationwide charity that nourishes and connects communities by cooking and delivering free meals to whānau with babies or young children, who need support. Volunteers are the heart of Bellyful, and we could not fill bellies without them. We have more than 650 volunteers in 25 branches across the country, who have delivered more than 170,000 meals to 30,000 NZ whānau since we began in 2009. Together they gave a mammoth 68,610 hours in the past year.

Whānau Bellyful supports may be isolated, parenting alone, had a multiple birth, or dealing with severe illness, post-natal depression, babies in neo-natal units, stillbirth, or multiple other stressors including severe sleep deprivation, housing issues and relationship breakdowns. We have also observed a significant increase in referrals quoting isolation, anxiety levels and financial pressures brought on by COVID-19 and lockdowns.

#### Investing in our volunteers

All our volunteers come from their local communities, and many are previous recipients of Bellyful meals. Their involvement promotes a cycle of 'giving back' and ensures that Bellyful is a genuine and meaningful part of each community. 2020/21 was tough for our volunteers, our branch leaders in particular. They have struggled to maintain motivation in their teams, while also striving to meet the increased demand for meals in a time where fundraising is lower than ever. Connecting with other volunteers at training sessions helps strengthen relationships, allows for collaboration, and improves morale and wellbeing.

Supporting our volunteers and branches with training support helps both retain strong teams and build community connection, by making Bellyful a great organisation to volunteer with. Training supports our branches across several different areas including finance, leadership, volunteer management, health and safety, IT Systems, building sustainability and fundraising.

**The most cost-effective way to deliver training is en masse, and we usually hold a training weekend every second year. COVID-19 forced the cancellation of our 2020 training weekend and limited our training to two small regional meetings in 2021. We plan to hold this vital training, collaboration, and networking event for our volunteers in October 2022, in Christchurch.**

By investing in our volunteers, we can continue to support whānau with babies or young children, who need us. It will also enable us to increase our reach to support more whānau within our current communities, as well as continue expanding to new communities.

#### What does this training weekend cost to attend?

Individually, it does not cost our volunteers to attend, although we do ask for a contribution from branch funds. Overall, for travel, accommodation, speakers, and meals, and despite excellent discounts, we expect the training weekend to cost at least \$40,000, approximately \$800 per volunteer. Most branches will send two attendees, with larger branches having the option to send up to four.

The main cost will be covered by fundraising from our small national office. In addition, each branch is asked to contribute \$300 per attendee. Larger branches, wishing to bring more than two attendees will pay a higher proportion of the cost per person.

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**Your support could not only support your local community, but all our Bellyful Communities across Aotearoa.**

Opportunity	Details	Cost	Sponsorship Benefits
Branch Sponsor	Covers cost for 2 attendees from your local branch	\$600	<ul style="list-style-type: none"> <li>• Acknowledgement on local branch social media</li> <li>• Acknowledgement in local Press Release</li> <li>• Acknowledgement in Bellyful Annual Performance Report</li> <li>• Other recognition as agreed locally</li> </ul>
Session Sponsor X 10	Covers cost for two attendees from your local branch and sponsors one of our training sessions during the weekend	\$1,600	<ul style="list-style-type: none"> <li>• Acknowledgement on local branch social media</li> <li>• Acknowledgement in local Press Release</li> <li>• Acknowledgement in Bellyful Annual Performance Report</li> <li>• Other recognition as agreed locally, such as logo on branch brochures</li> <li>• Logo on AV for the session</li> <li>• Logo against session on programme material</li> <li>• Opportunity to place literature in the event Goody bag</li> <li>• Acknowledgement on national social media</li> <li>• Acknowledgement in national newsletters</li> </ul>
Event Main Sponsor	Covers the cost for 2 attendees from your local branch, plus main sponsorship recognition for the weekend	\$10,600	<ul style="list-style-type: none"> <li>• Acknowledgement on local branch social media</li> <li>• Acknowledgement in local Press Release</li> <li>• Acknowledgement in Bellyful Annual Performance Report</li> <li>• Other recognition as agreed locally</li> <li>• Logo on all AV and other presentation materials</li> <li>• Logo on all Bellyful printed conference materials</li> <li>• Supporting comments within programme</li> <li>• Acknowledgement on national social media</li> <li>• Acknowledgement in national newsletters</li> <li>• Acknowledgement on national website</li> <li>• Opportunity to place literature in the event Goody bag</li> <li>• Opportunity to attend and speak at event</li> </ul>
Gift In Kind	There are many elements to making this weekend a success – your gift in kind could range from: Goody bag items, support for printing materials, notepads and pens, snacks, gifts for our Heart award winners, wine and other beverages. Based on the value of your gift, we can agree sponsorship benefits from the above list.		

**If you are interested in supporting Bellyful in this way, then please speak directly to your local Branch Leader, or email [contact@bellyful.org.nz](mailto:contact@bellyful.org.nz)**



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