

The Smith Family 5 year strategy and Brand Refresh

Dear VIEW Club Members,

Some exciting news! The Smith Family has launched an ambitious new five-year strategy with a goal to make an even bigger difference to the lives of the children and families it supports. It also aims to expand its evidence-based programs to reach more children experiencing poverty, helping them to make the most of their learning today, so they can change their futures.

With a proven link between poverty and its effect on educational outcomes, the national children's education charity is sharpening its focus on education as the most powerful agent for change and encouraging Australians to back its work.

Economic and social pressures, and COVID have all exacerbated the challenges facing Australians in need. For many students, these challenges have caused added pressures at school. When you don't have what you need for learning, it can affect your ability to fully participate. Students can fall behind and they need extra support to catch up and keep up with their education.

To meet these challenges, The Smith Family has set an ambitious goal to strengthen its program impact to ensure stronger outcomes for students, and almost double the reach of its *Learning for Life* sponsorship program over the next five years – from 58,000 students to 100,000 students nationally.

With 1.2 million Australian children still living in poverty, growing our reach and impact has never been more important.

To help communicate this urgent need and meet the increased demand, The Smith Family has consulted broadly with thousands of stakeholders, including families, supporters, VIEW Club members, team members and the general public. Their input has helped the charity to develop a refreshed brand expression and identity that better reflects who it is and what it does.

Head of Communications, Rhys Kelly, says, "With the inclusion of the book icon, our evolved logo speaks to our focus on learning through engagement – both with the families we support and those who support us. The book represents education, the two heads depict a child and adult – who could be a parent, mentor, teacher or volunteer supporter. Together they represent community. And the hands represent our "wrap around" support and are a nod to our brand history. Our new motto, "*Learn today, change tomorrow*", is the story linking what we do with the outcome we are striving for. This is a story that embeds this idea into our ways of working with children and families, supporting them to overcome the educational inequality that is caused by poverty and have the opportunity to change their futures."



You will start to see the new logo in various places soon but the full rollout will be ongoing and we will be running down our current stock of marketing materials with the old Smith Family logo. As we replenish our marketing materials we will be adding the new The Smith Family logo.

Learn today, change tomorrow.

With 2022 marking The Smith Family's centenary, it is embarking on the next one hundred years drawing on its history of supporting children and families. It will continue to use evidence to improve outcomes and refine its education support programs for even greater effectiveness and to better address the needs of the students it works with.



"The support of VIEW Clubs and all its members, through fundraising, volunteering and advocacy in your communities is absolutely vital. It helps The Smith Family to continue its work with young Australians helping them to realise their full potential. Your voice also draws attention to how The Smith Family helps, and ensures the work we do together on behalf of children in need is better understood by our key stakeholders. Thank you for all your support," added Rhys