



22 January 2016

You're part of a big,  
caring family

Dear VIEW Club members

You are an important part of our extended family and I want to thank you for your ongoing and very generous support. You are helping to make a positive difference to children in need every day that they are at school.

Today I am writing to you about how sponsorship is changing for the better.

First let me say, the financial help you provide to our *Learning for Life* students through your sponsorship is vital. It means that students have the right school uniform and text books. It also means they can join in on school excursions and keep up with their peers, fit in and participate fully at school.

Currently, your sponsorship payments also partly fund a *Learning for Life* Coordinator who provides important personal and emotional support to students during the school year.

### **Like all families, we want the very best for our children**

We know that education is the key to a better future. With your support we're helping disadvantaged children to develop the skills they need to have a fulfilling and productive life.

Research shows that the best educational outcomes for disadvantaged children come from a combination of financial support, personal support, and support through vital learning and mentoring programs that help disadvantaged children keep up at school.

### **The change to sponsorship**

Sponsorship is now changing to completely fund this "wrap-around" approach for sponsored students, so that it will fully cover:

- financial support for a student's school essentials, and
- targeted personal support from the *Learning for Life* Coordinator, and
- learning and mentoring programs.

### **Funding the new wrap-around approach**

However in delivering this wrap-around support, The Smith Family faces a key challenge. A sponsor's payment covers some, but not all of the costs associated with implementing this approach.

Currently the sponsor's payment does not cover:

- the entire cost of the *Learning for Life* Coordinator and the support they provide, or
- the cost of any Smith Family programs in which a child may participate

## **Ensuring the financial sustainability of the sponsorship**

This is why we are changing the way The Smith Family works with our *Learning for Life* sponsors.

We want to make sure that we can provide sponsorships on a long-term basis, and this is the reason we are introducing a 'shared sponsorship' way of working. This means that a *Learning for Life* student will be supported by two sponsors, rather than one sponsor.

Funding from two sponsors provides a stronger financial base for *Learning for Life* sponsorship. It means the cost of a *Learning for Life* scholarship is now fully covered.

### **What is shared sponsorship?**

This new shared sponsorship means combining an existing sponsorship with that of another sponsor so that we can provide the most effective combination of support for students.

Thanks to shared sponsorship, we can achieve our goal to help more children in need.

Shared sponsorship will enable us to offer life-changing sponsorships and programs to even more children in need.

### **What does the new way of working mean for VIEW Clubs?**

Please be assured that these changes do not affect your sponsorship payment amount nor do they affect your sponsorship of your student.

As a sponsor you are already contributing so much and we are truly grateful to you. In recognition of your generous support, The Smith Family is proposing that VIEW Clubs remain as single sponsors of existing *Learning for Life* students currently sponsored by VIEW Clubs.

The Smith Family pledges to provide wrap-around support to students currently sponsored by VIEW Clubs, and we will cover the shortfall in the cost from other fundraising sources.

It is important to note however that once a student sponsored by a VIEW Club ends their sponsorship, and a new student is then allocated to a club, the new shared sponsorship will come into effect.

In addition, any new students sponsored by a VIEW Club will be allocated two sponsors – a VIEW Club and one other sponsor.

Please note you do not need to take any action in response to this letter unless you choose to allow a second sponsor to support your student(s).

### **Taking up the “shared sponsorship” option**

If your club wishes to allow the “shared sponsorship” option for your current student, please call our Supporter Care team on 1800 633 622 8am – 5pm EST or email us on [sponsorship@thesmithfamily.com.au](mailto:sponsorship@thesmithfamily.com.au). If you choose to do this your generosity will be greatly appreciated.

This option does not increase your payments for your sponsored student. Your yearly contributions will remain the same.

By taking up this option you are helping The Smith Family reach its goal of supporting more students in need, faster. Thank you for your support.

**Questions or concerns?**

If you do have any concerns about the new sponsorship approach, please contact our Supporter Care team to discuss.

- Phone 1800 633 622 from 8am - 5pm EST, or
- email us on [sponsorship@thesmithfamily.com.au](mailto:sponsorship@thesmithfamily.com.au)

VIEW Club members, I thank you for being part of our big, supportive family. The collective efforts of all VIEW members are greatly appreciated. You are empowering children in need to create better futures for themselves.

Together we are making a life-changing difference to sponsored children across Australia. Thank you.

With warm regards,

A handwritten signature in black ink that reads "Lisa O'Brien". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Dr Lisa O'Brien  
Chief Executive Officer