



# Far North Queensland Legacy



# Partnership Prospectus

## 2025

*Supporting Our Veterans' Families*



**LEGACY**<sup>®</sup>  
FAR NORTH QUEENSLAND







## ABOUT US

In Far North Queensland, service and sacrifice touches every corner of our community. There are over 11,000 veterans, not including their families in the area FNQ Legacy services.

For over a 100-years, Legacy has been dedicated to supporting the families of our fallen and incapacitated veterans. Since 1933, FNQ Legacy has been a community driven organisation, providing support, connection and hope for individuals and families navigating the challenge of service life and the devastating loss of a loved one.

We need partners like you to help us achieve our goal of raising \$500,000 per year to maintain and grow our vital services.

## WHY WE NEED YOU

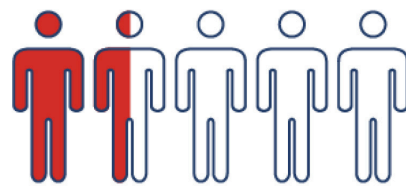
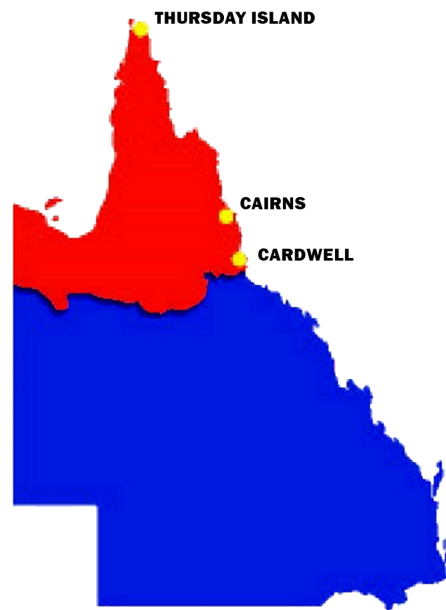
The Royal Commission into Defence and Veteran Suicide found that 1.5 veterans are lost to suicide every week. The burden on these families left behind is immense, but so is the opportunity to support them.

Veteran families in Far North Queensland face unique challenges, from geographic isolation to financial hardship. Many struggle to access the support they need, leading to distress and social isolation.

For over 90 years, FNQ Legacy has filled this gap—providing financial aid, education support, and community programs to ensure no veterans' family is left behind. But rising demand and limited funding put our mission at risk. Without urgent support, we may be forced to cut life-changing services.

### **Now is the time to act**

Stand with us to secure the future for veteran families in FNQ. Together, we can ensure they receive the care they deserve.



1.5 VETERANS





**Did you know?** More than half a million Australians have served or are currently serving in the Australian Defence Force. That's **1 in 20** households. That's **1 in 20 families** who are impacted by the service and sacrifice of our veterans.



**300+**

**Veteran Families supported**

Legacy Beneficiaries supported annually.



**155%**

**Growth in services**

Increase in beneficiaries accessing our services over the past 12 months.



**20+**

**Education support provided**

Children of veterans receiving educational and development support.



**1,000+**

**Volunteer hours contributed**

Dedicated to social support, community engagement and advocacy.



### **Mel and her children**

Mel's children, were only five, seven and nine when their dad tragically lost his battle with PTSD.

**“With three young children to care for, I was lost. Legacy became a backbone of support to me and the kids. They provided emotional and financial assistance to help us get back on our feet. Legacy is a bright shining light to families during a really tough time.”** Mel, Cairns QLD





## Tameka, Mila and Aurbree

At a tender age, their father passed away due to service-related PTSD.

*"Single-handedly raising them has been a tremendous challenge, but with the invaluable support and services offered by Legacy, some of the mental and financial burdens have been lifted. Now, my children can still experience the joys of life like any other kids, thanks to the crucial assistance provided by Legacy." Meka, Tablelands Cairns*

## WHY LEGACY?

Have you ever wanted to be part of something that truly changes lives? At Far North Queensland Legacy, that's exactly what we're all about. We're not just another organisation; we're family support, empowerment, and unwavering commitment.

Imagine being there for a veteran's widow when they need a helping hand, providing essential services that make their life a little brighter. Envision supporting a child's education, ensuring they have the tools to shape their own destiny. This is the heart of what we do - turning compassion into action.

It's not just about the services we offer; it's about the community we've built. When you stand with us, you're standing with those who've stood for us. You're joining a group of people who understand the power of unity and the strength of camaraderie.

And here's the best part - you don't just support our services; you become a part of the stories we create. With every partnership, every act of kindness, you're crafting a legacy that spans generations.

Are you ready to be part of something extraordinary? Your support isn't just a partnership; it's an investment in a brighter future for all. Together, we can continue to make a profound impact on lives, one meaningful step at a time.



**ALIGN YOUR ORGANISATION  
WITH A DEEPLY RESPECTED  
CAUSE THAT RESONATES  
WITH AUSTRALIANS**



**MAKE A REAL DIFFERENCE  
THAT DIRECTLY IMPACTS  
THE FAMILIES**



**ENJOY MEANINGFUL  
ENGAGEMENT, BRANDING  
OPPORTUNITIES, AND  
NETWORKING BENEFITS**





*Gina - "I honestly would have been lost without the support of Legacy and my Legatee"*



*Vicki and Isabella - "Legacy really understood what Isabella and I were going through."*

## PARTNERSHIP **OPTIONS**

### Premier Partner Investment

*\$29,997 Annual Partnership (Only 2 available - Most exclusive Package)*

Being an Platinum Partner provides an excellent opportunity to place your brand at the forefront with a highly respected and influential charity.

- Your brand prominently displayed on all charity materials, including website (local and national) and promotional materials. Including a dedicated page on FNQ Legacy website with active links to your site
- Press release to announce your partnership to local media outlets along with a one-week paid promotion of partnership on social media channel
- Exclusive recognition as a Platinum Partner in all communications and verbal recognition at major FNQ Legacy events
- Priority participation and partnership acknowledgment at all major charity events and fundraising campaigns
- VIP access and seating at major charity event for 10 of your company's executives and guests
- Collaborative cause marketing campaigns that integrate your brand's message with our charity's mission
- Jointly designed marketing materials and content to showcase your company's commitment to social responsibility
- 12 featured mentions and articles about your company in our weekly e-newsletter and quarterly mail out newsletter reaching our engaged subscriber base
- 12 mentions on our charity's social media platforms, amplifying your company's visibility and corporate social responsibility initiatives
- Opportunity to collaborate on employee engagement initiatives, such as volunteer programs
- Invitations to exclusive events, including private donor and sponsor receptions, meet-and-greet sessions with our beneficiaries
- Flexibility in choosing how your company's contribution is utilised within the charity's programs
- You will receive a limited edition Legacy Flame Lapel Pin in show of your support
- Inclusion in our annual report as a Exclusive Platinum Partner, highlighting your company's commitment to corporate social responsibility
- Logo placement on FNQ Legacy Staff email signatures
- Your business will be immortalized in a plaque at Legacy House in Cairns



# Executive Partner Investment

*\$19,997 Annual Partnership (Limited to 5 – Best Value!)*

*"High-visibility sponsorship with premium branding, networking, and leadership opportunities.*

- Premium logo placement on FNQ Legacy's website, social media, and printed materials (ensuring maximum exposure).
- Exclusive recognition as an Executive Partner in all FNQ Legacy communications (email campaigns, press releases, and digital marketing materials).
- VIP seating for 6 executives at FNQ Legacy's signature fundraising events, including a personalised welcome from the CEO.
- Exclusive partner feature in 2 dedicated FNQ Legacy newsletters, not just a mention but a full article about your company's impact & CSR efforts.
- 10 social media features, including co-branded posts, company highlights, and impact story telling.
- Collaborative cause marketing campaign (FNQ Legacy & your company co-branding a community initiative).
- Opportunity for a senior executive from your company to be a keynote speaker or panelist at a FNQ Legacy event.
- Your business recognised with a premium engraved sandstone paver at Legacy House Cairns
- Invitations to networking events, where corporate leaders, defense personnel, and high-profile supporters connect.
- Access to FNQ Legacy's corporate volunteer program, giving your employees meaningful engagement opportunities.
- Legacy Impact Report inclusion, showcasing how your sponsorship directly supports veterans' families.
- Special "Executive Partner" digital badge for use on your website, email signatures, and LinkedIn.
- Limited edition Legacy Flame Lapel Pins for your leadership team.





## Gold Annual Partner Investment

*\$9,997 Annual Partnership (Most Popular!)*

*"High-impact sponsorship with exclusive branding, networking, and engagement opportunities.*

- Priority logo placement on FNQ Legacy's website, social media, and promotional materials.
- Recognition at all major FNQ Legacy fundraising events, including verbal acknowledgment and event signage.
- Exclusive partner feature in 1 dedicated FNQ Legacy newsletter (not just a mention, but a full article about your company's involvement and impact).
- 8 social media mentions throughout the year, including company highlights and co-branded content.
- Invitations for 4 executives to FNQ Legacy's private donor and sponsor networking events.
- Opportunity for a company representative to participate in a t an FNQ Legacy Event
- Your business featured on a large engraved sandstone paver at Legacy House Cairns
- Limited edition Legacy Flame Lapel Pins for your leadership team.
- Inclusion in FNQ Legacy's annual impact report as a Gold Partner.
- Exclusive "Gold Partner" digital badge for website and LinkedIn use.





## Community Impact Partner

*\$4,997 Annual Partnership (Great for Small & Medium Businesses!)*

The Community Impact Partner package offers your company an opportunity to support our charitable efforts and be recognised for your commitment to social responsibility.

- Logo placement on FNQ Legacy's website & select marketing materials.
- Recognition at one FNQ Legacy event, with an invitation for 2 representatives (lets sponsors feel included in the community they're supporting).
- 2 social media mentions & newsletter features.
- Small Business Spotlight in FNQ Legacy's newsletter, featuring a brief interview or story on why they support the cause.
- Company name engraved on a single brick paver at Legacy House Cairns.
- A "Community Impact Partner" digital badge sponsors can display on website or LinkedIn to showcase partnership.
- A personal thank-you video from a beneficiary or Board Director
- Your business will be immortalized in a single brick paver at Legacy House in Cairns
- You will receive a limited edition Legacy Flame Lapel Pins in show of your support
- Inclusion in our annual report as a Community Impact Partner, highlighting your company's commitment to corporate social responsibility



## PARTNER WITH FAR NORTH QUEENSLAND LEGACY

Corporate Partnerships Program offers businesses a unique opportunity to align with a reputable organisation while making a meaningful difference in the lives of veterans' families.

We understand that every business is unique, and we are committed to tailoring our Partnership Program to meet your specific goals and needs. Whether you choose cash, in-kind donations, or a combination of both, we are open to discussing customised benefits, recognition, and engagement opportunities.

Contact our Legacy Team to discuss the best partnership package for your business and start making a lasting difference. Phone our team on (07) 4033 0344 or email [executiveofficer@fnqlegacy.org.au](mailto:executiveofficer@fnqlegacy.org.au)



### The Brient Family

**How do you tell your children – four precious children under the age of 11 – that their dad has died?**

Tragically while on deployment, Terry suffered a severe spinal and neck injury. *"He could walk – with difficulty – but was in constant pain. He couldn't even hug the kids because it hurt. It was just so demoralising for him. Things he had witnessed on that last deployment – those memories triggered depression. I would say he was in torment."*

Angela's Legatee, Steve, was by the family's side: ensuring that Legacy helped to ease the burden wherever we could. Helping Angela claim her rightful entitlements. Offering constant family support. Helping the children on their road to healing through Legacy Children's Camps. *"I honestly don't know what I would have done without Legacy during that time."* Angela.



# Invest in impact. Invest in Legacy. Join us today.

Imagine the stories of hope, the smiles of gratitude, and the profound impact your support will create. It's a chance to showcase your company's values, social responsibility, and genuine care for the community. Through your association with FNQ Legacy, you'll become part of a network of change-makers, influencers, and leaders who are dedicated to making a difference.

As a Partner, you're not just supporting programs; you're forging connections, leaving a mark, and shaping the narrative of compassion. Your investment will enable us to continue our essential work, expand our reach, and ultimately build a stronger, more resilient community.

We invite you to take a seat at our table of change, where your commitment will resonate far beyond financial figures - it will touch hearts, transform lives, and create a legacy of impact.

Now is the time to invest in a legacy of lasting change. Join FNQ Legacy's Corporate Partnership Program and be the catalyst for positive transformation. Together, we can build a stronger, more compassionate future for our veterans, families and the community.

**Call Trina on 0499 534 590 or email [events@fnqlegacy.org.au](mailto:events@fnqlegacy.org.au)**



## THE FAMILIES WE SUPPORT

