

## Our Approach to Corporate Partnerships

Youth Focus' success in preventing suicide, self-harm and depression is largely based on its ability to procure and maintain mutually beneficial relationships with socially responsible organisations. Because of these relationships, Youth Focus has been able to employ highly qualified practitioners and deliver an effective range of services that literally save lives.

Youth Focus is responsive to the needs of its partners and is committed to ensuring that each partner achieves maximum value for its support. In addition to a standard range of benefits, Youth Focus is prepared to work with sponsoring organisations to develop a tailored sponsorship package that ensures high levels of return on investment.

## Corporate Social Responsibility

Companies support non-profit organisations for a variety of reasons. Some company head's are philanthropic by nature and require no recognition for their support. Others seek benefits such as brand leveraging or positive publicity. However, perhaps the most commonly cited reason over the past 10 years or so has been Corporate Social Responsibility (CSR). CSR is a genuine attempt by a company to build meaningful relationships between itself and the rest of society. According to the St James Ethics Centre's CSR Index, this leads to a range of tangible benefits including:

- Increased customer loyalty
- Increased staff motivation
- Enhanced corporate reputations
- Enhanced staff skill sets
- Increased PROFITABILITY

Youth Focus is a strong advocate of CSR and works with companies to ensure that they achieve the CSR outputs they require.

## Additional Key Benefits

In addition to the standard benefits (see page 6) and tailored solutions Youth Focus provides its partners, the following key features should also be noted:

- **Deductible Gift Recipient (DGR) Status** - Youth Focus has DGR meaning that all financial contributions are tax effective and fully deductible
- **Transparency** – Youth Focus can monitor and report on agreed outcomes at regular intervals for the duration of the partnership.
- **Choice** – Companies can choose to have their financial contribution allocated to the program or service area of their choice.
- **Saving Young Lives** – Your financial support is directly responsible for funding services and programs that literally save the lives of Western Australian young people.

If you would like to know more please contact **Warren Mahoney, Business Manager** on (08) 9361 4222 or email [warren.mahoney@yct.asn.au](mailto:warren.mahoney@yct.asn.au)