

Reef Check Australia

Corporate sponsorships & donations



www.reefcheckaustralia.org

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| <p>EMPOWERING PEOPLE TO SAVE OUR REEFS & OCEANS</p> | <p>REEF CHECK  AUSTRALIA</p> |
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Introduction to RCA

Who We Are

Reef Check Australia (RCA) believes in saving reefs and oceans by empowering people. We are an innovative environmental charity dedicated to empowering champions for healthy Australian reefs, through robust citizen science, inspiring educational experiences, and tangible local conservation action.

What We Do

Our core objectives are:



Inspiring reef-minded people.

We connect people with reef science by providing accessible, accurate and unbiased information to support informed and engaged reef champions.



Engaging citizen scientists in reef health monitoring.

We cultivate robust citizen science training and data collection programs that are a valued and trusted source of reef health information at local, national and global scales.



Empowering local conservation action for the Reef.

We create opportunities for people and communities to be agents for measurable and positive change to protect reef health.

Learn more about our approach:
citizen science | education | conservation
www.reefcheckaustralia.org



Why Work With Us?

We help people help reefs. Since 2001, our programs have offered cost-effective solutions that help to fill gaps in reef knowledge and empower communities to take an active role in understanding, managing and protecting their local reef resources. Reef Check provides a trusted and inclusive approach to engaging volunteers, collecting long-term reef health data, educating communities, and delivering on-ground action.



Action for our reefs is urgently needed. We have a window of opportunity to act on climate change, the largest threat to coral reefs around the world. This is going to require a movement of informed people taking action at many levels. **We believe informed and empowered local communities have a key role to play in this movement.**



Reefs are essential ocean habitat. They harbour incredible biodiversity, protect our shorelines, provide invaluable medical resources, act as a living museum, and contribute billions of dollars of value for the economy. The reef is important to people. In a study by CSIRO (2014), **64% of coastal residents believe that 'the Great Barrier Reef is part of my identity'.**



It's time to unite. We have a window of time to take action together. Our approach is to collaborate with a range of partners, including schools, universities, tourism operators, environmental groups, government agencies, and individuals interested in marine conservation.

Our programs offer **local action with a global connection** to more than 90 initiatives around the world. By choosing to partner with RCA, you can **connect your organisation with education and conservation projects that matter to your staff, your customers and your community.**



The Benefits

BUSINESS



Work with a trusted environmental brand



Increase customer goodwill



Positive publicity & media promotion



Tax deductible giving

STAFF



Encourage staff loyalty
79% of workplace givers were with company for >3years and 56% for >7 years*

*Good2Give research, Oct 2015



Inspire employee engagement
80% of employees believe workplace giving shows a commitment to the community and makes their company a better place to work*

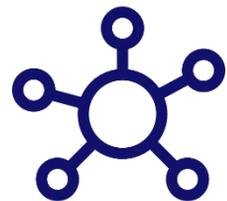
COMMUNITY



Inspire positive community action & engagement



Help share information about reefs



Be recognised as a community focused organisation



Become a Reef Champion

Reef Check Australia is proud to invite you to become one of our Reef Champions. Become part of a network of local and national organisations choosing to be a part of the solution to empower more people to save our reefs. There are four levels of support for you to choose from:

Major Financial Champion (>\$40,000 annually)

Foster program-level capacity for citizen science, education and conservation. Your business benefits will be as below, as well as recognition on relevant organizational communications materials and the opportunity for staff to join us on a field activity (additional costs apply).

Program Champion (>\$15,000 to \$40,000 annually)

Contribute to priority programs. Your business benefits will be as below, as well as recognition on regional project communications and an acknowledgment plaque to display at your place of work.

Project Champion (\$5,000 to \$15,000 annually)

Help deliver community projects. Your business benefits will be as below, as well as recognition on relevant project materials and the opportunity to display the RCA Champion logo on your website.

Small Business Champion (\$1,000 to \$5,000 annually)

Support local community activities. You will receive: regular updates on our work, a shout out on RCA's social media platforms, and recognition on our website.

Workplace Giving offers a simple and cost-effective way for your staff to engage with RCA through regular donations that are automatically deducted from their pre-tax wages. Workplace giving has demonstrated engagement, retention, productivity and social benefits. RCA provides ongoing updates for participating staff to keep in the loop!



Sponsor a Reef

Reef Check Australia is excited to offer you the opportunity to take an active role in supporting reef health in a specific region of your choice with our Sponsor a Reef program.

This program connects your business with a tailored project specifically relevant to your area. We have options ranging from \$5000 to fund a single annual survey and report, all the way to full sponsorship of a regional program.

Your support can help:

- Trained RCA volunteers access priority monitoring sites
- Share findings through communication and education activities
- Foster local partnership networks
- Build community capacity through training, workshops and events

Benefits will align with your support level, and may include:

- Recognition such as a Sponsorship Certificate or display plaque
- Media and promotion such as social media shout outs, your logo on our website and media alerts
- Project stories and updates with photos and videos, with opportunities for your logo included in promotional images from the field
- Opportunities for staff engagement through workshops or field activities

Let us know your area of interest and we can tailor options just for you!





Sponsor a Reef

Sponsor a Reef projects

Discover more about the types of projects you can support! It takes more than a dive to deliver long-term meaningful citizen science, education and community conservation programs. Your support can help support quality community projects in an array of locations and project sizes. We'll work with you to find the right match for our goals and your business.



Single annual survey

Help capture an annual snapshot for a local reef site, like one of our longest-term monitoring locations Blue Pearl Bay in the Whitsunday Islands. We have been unable to return to this location to track recovery processes after Cyclone Debbie due to limitations on reef tourism trips.



Multiple reef surveys

Fund monitoring on larger reef sites, like our long-term location at Heron Island. We have been visiting Heron Island in partnership with the University of Queensland's Remote Sensing Research Group since 2011. We now have more than 15 monitoring sites and have been actively exploring data applications for reef report cards.



Surveys & Surveyor Training

Expand your influence by supporting both monitoring and volunteer training in a region. For example, we're looking to collaborate with local partners in Cairns to facilitate trainer, team leader and surveyor training to catalyse a local program.



Full Regional Program

Provide full support for your chosen region to ensure all relevant sites can be monitored regularly, and that new surveyors and Ambassadors can be trained supported to undertake community projects. Right now for instance, we are actively seeking to build a Ningaloo Reef regional hub working with local partners.



Together for our Oceans

Reef Check Australia's work addresses key priorities for the Reef 2050 Long-Term Sustainability Plan, strengthening programs to understand and promote the Reef's values and threats, and support local communities in monitoring, protecting, managing and sustainably using the reef.

Our expertise in volunteer engagement and development provides the foundation to expand programs. Our training courses have an excellent reputation for data quality and capacity building, acclaimed by researchers and educators alike.

During the past five years, RCA has successfully managed over \$1 million in program funding. We have a strong history in the coordination, engagement and safety of volunteers. We have an excellent governance team, who aim to ensure compliance and best practice across all activities.

RCA audited financials are available by request. We are a small charity achieving big things through our work with volunteers and partners, as well as extensive in-kind support. Our overheads are low and funds go directly to delivering the frameworks and activities for meaningful on-ground programs.

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The bottom half of the page features a large, vibrant underwater photograph of a coral reef. The water is clear and blue, with sunlight filtering through. A diver is visible in the distance on the left side. The coral is diverse and colorful, with various shapes and textures.

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