



Big Brothers Big Sisters
Auckland
Tuakana Teina

Business Case Proposal Cornerstone Funding Campaign

PROPOSAL TITLE	Cornerstone Funding	
PROJECT MANAGER	Jess Finucane	
PROBLEM/OPPORTUNITY	Describe the problem or business opportunity prompting this proposal	
<p>Currently we do not have large corporate sponsorship coming in to fund operational costs for BBBS Auckland. Mentoring services are an attractive funding opportunity for corporates who are interested in pursuing a cause-related marketing campaign as well as those who are exploring a budding interest in community investment or sponsorship. Partnership with an internationally recognised association such as Big Brothers Big Sisters creates a positive association for the corporate.</p>		
BENEFITS	What are the benefits that this proposed project is expected to deliver?	
<p>Ongoing financial support for operational costs of BBBS Auckland. Funds will not have the restrictions imposed by many grants, and will be able to be used at the discretion of the board to support BBBS activities. Funds could be used for extra caseworker hours, BBBS events and operational costs. It will also serve to increase public awareness of BBBS Auckland. Benefits for corporates include increased brand perception through brand association, influencing consumer choice and increased sales/profits by differentiating the organisation, increased exposure, opportunities to promote services at events, opportunities to engage with key target audiences through meetings or events, brand acknowledgement on website and social media.</p>		
PROPOSED SOLUTION	How will this problem be mitigated?	
<p>Implementation of an annual giving programme with tiered options, that provide the cornerstones for BBBS operations. Corporates can choose from four annual giving options for a five-year term, ensuring continuity of services. \$1500 + GST per year - Match Sponsor - sponsor a child to have a mentor for a year \$10,000 + GST per year - Bronze Sponsorship \$25,000 + GST per year - Silver Sponsorship \$50,000 + GST per year - Gold Sponsorship Cornerstone funding will be secured through relationship building with both large and small organisations. Potential organisations to approach TBC.</p>		
ESTIMATED COST	What are the costs to implement this project?	
Description	Cost	Notes
Printing of corporate sponsorship booklet	Free	To be sponsored by printing company
Employee time	TBC	Significant employee time will need to be dedicated to sourcing and confirming sponsorship.
RISK OF NOT DOING	Risk if this proposed project is not initiated	
<p>As we are not governmentally funded, corporate sponsorship needs to provide a large portion of our annual income. Having a five-year guarantee of funding will allow BBBS to grow and provide support to matches across Auckland. Without this guarantee, we will need to rely solely on grants on an annual basis which do not carry the certainty of income that cornerstone sponsorship would provide.</p>		
IMPACT	Processes, operational areas, and resources that may be impacted if initiated	
<p>There will be a significant impact on staff and board member's time to source and confirm cornerstones sponsorship. Further</p>		

time may be required for reporting of sponsorship outcomes dependent on the sponsor's requirements.