



Ruby Tuesday

FOUNDATION

*We create possibilities for all disadvantaged
South Australian kids to shine*

Donor and Sponsors Pack



rubytuesdayfoundation.org.au



About the Ruby Tuesday Foundation

The Ruby Tuesday Foundation was established in memory of Ruby, a unique and compassionate young girl who inspired all who knew her with her warmth and care for others. Guided by her spirit of inclusion, kindness, and gratitude, the Foundation is dedicated to creating opportunities for disadvantaged children and young people to thrive.

Through our school and classroom values-based learning program and our extra-curricular excursions and incursions focusing on **Inclusion, Kindness, Respect, and Gratitude**, we aim to foster personal growth, learning, and lifelong aspiration for all year 5 students from our qualifying partner schools.

Every initiative, every experience, and every moment of joy we create is a tribute to Ruby's belief that everyone deserves to feel valued, supported, and is celebrated.

Why Donation and Sponsorship Matters

Donation and sponsorship is more than a fundraising initiative. It symbolises community, generosity and compassion.

Each donation or sponsorship represents a gift of opportunity, with every contribution helping to fund extracurricular programs and life-enriching experiences for children who might otherwise miss out.

\$300 is all it takes

to support a South Australian year 5 child from disadvantaged circumstances through our 4 term program for one year.

The Effect of Missing Out

Academic Achievement & Learning

*"Students who miss extracurriculars show **slower academic growth** and **clear achievement gap**."*

School Engagement & Retention

*"At-risk students in extracurriculars are far **less likely to drop out** by Year 11."*

Mental Health & Wellbeing

*"**55%** of marginalised children who miss out report **lower wellbeing** - almost double their peers."*

Social Development & Values

*"**Belonging is the foundation** of inclusion, kindness, respect, and gratitude - **shaping how students value themselves, others and school**."*



Empowering every child to Thrive



Individual Donors



Friend of Ruby Tuesday

Support a child: \$300

Support one child through the RTF program for a year

- Thank-you certificate.
- Personal thank you email outlining the impact of the \$300 - testimonial / child's experience.

Friend of Foundation

Impact 3 lives: \$1,000

Impacting 3 participants into the RTF program for a year

- Thank-you certificate.
- Corflu RTF Banner Image (to be framed)
- Personal thank you email outlining the impact of the \$1,000 – testimonial / children's experience.

Champion of Change

Impact a class: \$5,000

- Friend of Foundation benefits.
- Framed RTF Banner Image (Large).
- Name listed on "Champions" donor wall (digital on our website).
- Direct social media acknowledgement (3 posts over a year).
- Invitation (x2) to exclusive event.

Circle of Impact

Impact a school: \$10,000

- Champion of Change benefits.
- Naming opportunity of event + other co branding opportunities.
- Direct social media acknowledgement (3 posts over a year)
- Annual dinner with board and key stakeholders.
- Regular impact reports (e.g., quarterly) showing use and impact of funds.

Corporate Sponsorship



Kindness Partner

Entry Level: \$3,000
(Supports 10 kids)

Benefits

- Logo on Foundation website under "Partners".
- Social media acknowledgment (2 posts over a year).
- Reference in annual report.
- Invitation to exclusive event.

Impact Partner

Mid Level: AUD\$10,000
(Supports a class)

Benefits

- Entry Level benefits.
- Medium logo placement on event signage.
- Feature story about the partner on social media.
- Framed RTF Banner Image (Large).
- Opportunity to send a representative to speak at a program opening or event.
- Photo opportunity with kids in our program.

Legacy Partner

Major Level: AUD\$25,000 +
(Supports a school)

Benefits

- Mid Level benefits.
- Large logo placement (event stage/backdrop) + naming rights for one key event.
- Dedicated social media campaigns across multiple channels (Facebook, Instagram, LinkedIn)
- Tickets at major fundraising gala or event, table for guests.
- Framed RTF Banner Image (Large).
- Annual visit: partner gets to tour program schools, meet kids, participate in workshop.
- Branding on school materials/resources.
- Access to RTF supporter data base.

RUBY TUESDAY CREW



Contact

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Meet The Ruby Tuesday Crew. This passionate team is the heart of the Ruby Tuesday Foundation, bringing to life our values of **Inclusion, Kindness, Respect** and **Gratitude**.

