



THIS CHRISTMAS, LET'S COME TOGETHER TO "PAINT THE TOWN RED" WITH GENEROSITY AND HOLIDAY CHEER!

WHAT IS LOADS OF LOVE?

Loads of Love is a heartfelt annual Christmas Appeal, founded in 2009 with a singular mission: to support individuals and families facing financial hardship during the festive season. Our goal is simple but impactful—providing generous bags of non-perishable food items to those in need just before Christmas.

HOW WE OPERATE?

- **Annual Appeal:** Each year, we launch our appeal in the lead-up to Christmas, encouraging community participation to collect food donations and financial contributions.
- **Community-Based Collection:** We partner with local schools, workplaces, and faith communities to gather donations.
- **Distribution:** All collected food is carefully packed into bags, then distributed to individuals and families in need. This ensures that every donation goes directly to those who need it most within our local community.



HOW CAN YOU MAKE A DIFFERENCE?

1. DONATE A NON-PERISHABLE FOOD BAG:

Fill a bag with our recommended shopping list so you and your family can share some Xmas cheer with others in need.

2. MAKE A TAX DEDUCTIBLE FINANCIAL DONATION:

If you prefer, you can make a financial donation. We will use your contribution to purchase the necessary groceries and ensure that we meet the needs of our community.



WHY YOUR SUPPORT MATTERS:

Your involvement helps us expand our reach and maximise the impact of the Loads of Love Appeal. By donating or sponsoring, you contribute to a meaningful cause that brings hope and nourishment to those facing challenging times during the festive season. Together, we can create a stronger, more supportive community where everyone has the opportunity to experience the joy and warmth of Christmas.

JOIN US IN PAINTING THE TOWN RED

To become a sponsor at any level, please contact us at:

hello@advertiagency.co
visit www.loadsoflove.org.au

or chat with one of our committee.

Let's make this Christmas unforgettable by coming together to paint the town red with kindness and generosity.

Thank you for your support!





SPONSORSHIP LEVELS

1. HOLIDAY HELPER - \$1,000 (YOUR GENEROSITY WILL IMPACT AT LEAST 10 FAMILIES)

Recognition:

- A social media post recognising your contribution.

2. FESTIVE FRIEND - \$2,500 (YOUR GENEROSITY WILL IMPACT AT LEAST 25 FAMILIES)

Recognition:

- Benefits of the Holiday Helper level.
- Special feature post on our social media channels with your company's support story.

Involvement:

- Opportunity to host a "Paint the Town Red" event at your business or organisation that raises money or collect shopping hampers and have them delivered to LOL headquarters.

3. LOL COMMUNITY CHAMPION - \$5,000 (YOU'RE HELPING MORE THAN 50 FAMILIES!!)

Recognition:

- Benefits of the Festive Friend level.
- Logo present on any LOL media and coverage.
- Personalised thank-you video featuring highlights of your impact, shared on social media and our website.

Involvement:

- A press release showcasing your company's support and commitment to the cause.

Visibility:

- Prominent inclusion in all promotional activities and media coverage related to the "Paint the Town Red" campaign.