

BERRY STREET  
**Change  
Collective**



**Driving positive  
social change  
together**



Berry Street acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands, skies and waterways across Australia. We recognise that sovereignty was never ceded.

We are committed to supporting the Aboriginal and Torres Strait Islander children and young people in our care to connect to their cultures, countries and communities.



Berry Street is committed to the principles of social justice. Berry Street supports the LGBTIQ+ community and celebrates diversity.

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\*Models are used in our images to protect the identities of the children, young people and families we work with.

# Become a strategic force for positive change



**Victoria Cosgrove**  
Head of Philanthropy

The consumer landscape is evolving, with more Australians supporting organisations directly engaged in addressing social issues.<sup>1</sup> Moreover, research indicates that 78% of individuals believe brands must do more than just make money; they should also have a positive impact on society.<sup>2</sup>

As consumer behaviour becomes increasingly influenced by social responsibility, it's time for your organisation to seize this unique opportunity to make a meaningful impact in our community—and communicate this positive transformation to your customers.



**Christopher MacLeod**  
Corporate Relations  
Manager

The Berry Street Change Collective unites passionate organisations like yours for impactful social change. By joining forces with other Change Collective members, known as Changemakers, your charitable contributions create a multiplying effect, allowing us to collectively tackle social issues more effectively than any individual effort.

The Change Collective provides measurable benefits extending beyond traditional philanthropy, such as enhanced customer loyalty, boosted employee morale, and improved brand reputation. Your participation is an opportunity to strategically and authentically integrate your commitment to social change into your brand narrative.

Your commitment to social change won't go unnoticed. The Change Collective ensures corporate recognition for your contribution, including exclusive branding opportunities, acknowledgment in promotional materials, and invitations to special networking events.

Become an active agent of change and demonstrate your organisation's commitment to the causes your stakeholders care deeply about. Visit [berrystreet.org.au/change](http://berrystreet.org.au/change) or contact us to discuss how your business can become a strategic force for positive change.

Thank you,

*Victoria and Chris*

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1. 'Charitable giving behaviour in Australia', McCrindle, 2023

2. Porter Novelli/Cone Purpose Biometrics Study, 2019

# The change you can make

Berry Street exists to help those experiencing poverty, violence and abuse, and to help families stay together in safe and healthy homes so they can create the future they imagine for themselves.

Across all our services we see the increased impact of social and financial pressures, family violence and worsening mental health. Children and young people who are struggling at school continue to be left behind. The number of children removed from their homes by child protection continues to increase. The past few years have been tough for all of us, but especially challenging for those who were already doing it tough.

**It is time for change. However, we can't do it alone; it is through powerful partnerships with individuals and organisations like yours that we can make a meaningful, positive impact in our communities.**



# Let's drive positive social change, together



Become a Changemaker, and directly contribute to reshaping our community and reimagining the future for generations of young Australians by:



## Addressing family violence

Ensuring that victim survivors of family violence can access support and safety, recover and feel safe again.



## Healing trauma

Supporting children, young people and families to get the right support to recover from trauma.



## Providing safe homes

Providing children and young people who are unable to live with their families with safe and nurturing homes through our out-of-home care programs (foster, kinship and residential care).



## Delivering trauma-informed education

Expanding our delivery of our education programs, including training schools and teachers in trauma-informed education, to help all children across Australia to achieve their full potential.



## Providing proactive care for families and communities

Helping children and families earlier and before they reach crisis point, to ensure they're in safe homes and that we all have a stronger and more connected community.

Together, we can reshape our community to ensure all children, young people, and families can be safe, thriving and hopeful.

Join the Berry Street Change Collective today at [berrystreet.org.au/change](https://berrystreet.org.au/change)

# Why join the Change Collective?

Position your organisation as a leader in strategic social impact by joining the Berry Street Change Collective.

**Shape the social landscape:** As a Changemaker, you become part of an exclusive group with the power to drive genuine change in our community. Your financial commitment, combined with that of other socially conscious businesses, becomes a significant force for change, delivering measurable returns on both societal and corporate levels.

**Highlight your transformative impact:** Leverage your participation in the Change Collective to stand out in the competitive corporate landscape. Elevate your brand and positively influence stakeholders by showing your commitment to social responsibility. Notably, over 80% of Australians are more likely to tell others about an organisation that clearly communicates its social impact.<sup>1</sup>

**Bolster workforce engagement and retention:** Your investment in the Change Collective is an investment in your most valuable asset—your people. Make a profound commitment to a cause, nurturing staff engagement, and boosting retention rates. Demonstrate your organisation's dedication to meaningful impact, aligning with the 86% of employees who prefer to support or work for companies that care about the same issues they do.<sup>2</sup>

1. 'The what and why of social impact reporting', McCrindle, 2022

2. 'Beyond compliance: Consumers and employees want business to do more on ESG', PwC, 2021



# The benefits of becoming a Changemaker

Explore the exclusive benefits of being a Changemaker and amplify your organisation's impact. As a member of the Change Collective, you'll enjoy a suite of perks designed to maximise your involvement and elevate your commitment to positive change.

**Strategic account management:** Engage with our knowledgeable and experienced staff to explore Berry Street's impactful work and optimise our partnership strategically.

**Meaningful staff engagement:** Access a bespoke staff learning opportunity to foster staff engagement and retention, ensuring your team is aligned with your commitment to positive change.

**Exclusive branding and promotion:** Receive exclusive branding materials that actively broadcast your commitment to driving positive change, enhancing your brand and fostering customer loyalty.

**Impactful reporting:** Receive a report of the transformative impact of your involvement. Share it with your staff, board and customers to enhance your organisation's credibility and trust.

**Expand your network:** Connect with like-minded businesses dedicated to positive social change, expanding your network and building valuable partnership.

**Access insights:** Gain access to thought-provoking content, special events and insights, including events with Berry Street thought leaders and updates tailored for Changemakers.

**Grow your reach:** Align your organisation with Berry Street's 140+ year legacy and our growing community of engaged supporters, with well-deserved recognition of your support across our channels.

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## Berry Street's reach:

### Social media

More than 88,000 followers across our channels

### Website

On average, more than 35,000 users and over 123,000 views per month.


### Email

Our email database includes more than 18,000 subscribers.

### Media

On average, we reach 2.5 million people per month, with approximately 50 media mentions.

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**Join us today.  
Become a Berry Street  
Changemaker**

**Contact us to join the Change Collective**

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**Visit [berrystreet.org.au/change](https://berrystreet.org.au/change)**  
to find out more