



**COUCH**

Changing cancer-impacted people's lives

**Partnership  
Prospectus**

**CANCER IS COMPLEX.**

**WE'RE HERE TO SUPPORT YOU.**

## INTRODUCTION

# A lifeline for Cancer Care in FNQ

In Far North Queensland, cancer touches every corner of our community.



## 1 in 2

One in two people in our region will likely face a cancer diagnosis in their lifetime. The burden is immense, but so is the potential for change.

COUCH (Cairns Organisation United for Cancer Health) exists to provide hope, support, and connection for individuals and families navigating the challenging experience of cancer.

Since 2006, COUCH has been a community-driven organisation, rooted in a powerful mission: to enhance the quality of life for the cancer-impacted community in Far North Queensland.

We need partners like you to help us achieve our goal: raising \$1.5 million per year to sustain and grow our vital services.



## \$1.5m

Per annum over 5 years

***This is more than just a call for donations. This is an invitation to be part of something transformative - an opportunity to directly impact lives, uplift our community, and leave a legacy of care that endures for generations.***



## THE URGENT NEED

# Why Now?

Cancer is the leading cause of premature death in Australia, and for our region's population the challenges are even greater. Our vast geographic footprint, high Aboriginal and Torres Strait Islander population, and levels of socioeconomic disadvantage mean that many are not receiving timely diagnoses and adequate care. The result is higher mortality rates and poorer outcomes for cancer-impacted people in our region.

At **COUCH**, we have been addressing these gaps in care since 2019 with the opening of the **COUCH** Wellness Centre. This state-of-the-art facility offers an integrative model of care, combining physical therapies, cancer care support, and wellbeing programs to ensure comprehensive care for those living with cancer.

However, our funding is at a crossroads. With the cessation of critical federal funding, **COUCH** is now 100% reliant on community donations and philanthropic contributions. This places us in a vulnerable position. Without immediate and sustained investment, we risk the tragic reality of cutting back the very services that are saving lives and supporting local families.

### *Now is the time to act.*

We are calling on visionary partners to join us in securing the future of cancer care in Far North Queensland. Together, we can meet the growing need and continue providing life-changing support for our community.

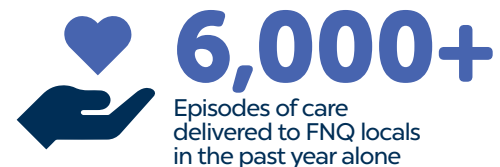


# COUCH

Changing cancer-impacted people's lives

## A Proven Leader in Cancer Care

Over the past five years, COUCH has become a leader in cancer care across Far North Queensland. Our impact speaks for itself:



These are more than just numbers. They represent lives touched, futures restored, and families who have found hope and dignity in the midst of heartbreaking hardship.

We have been recognised as a leader in survivorship care, and with the release of the Queensland Cancer Strategy and Australian Cancer Plan, there is a growing recognition of the need for organisations like COUCH to lead the way in regional cancer care.

## YOUR INVESTMENT

# A Partnership for Impact

COUCH is not just seeking donations; we are seeking partners who share our vision for transforming cancer care. We offer a range of sponsorship opportunities, each tailored to provide meaningful impact and tangible benefits to your organisation.

By investing in COUCH, you will be:

- ➔ Directly impacting the lives of our cancer-impacted community and their families by supporting critical services such as physiotherapy, exercise physiology, oncology massage, cancer care nurse support, nutrition and wellbeing programs.
- ➔ Aligning your brand with a cause that resonates deeply with the Far North Queensland community, enhancing your corporate social responsibility and community engagement.
- ➔ Receiving meaningful recognition and engagement opportunities, including branding at key COUCH events, exclusive networking opportunities, and tailored sponsorship benefits.

### Investment Tiers and Benefits

We offer six distinct sponsorship tiers to match your organisation's values and goals. Each tier offers increasing levels of engagement, visibility, and recognition, providing opportunities for both local and national exposure.

All contributions to COUCH are fully tax deductible.

## Join us today



# Champions of COUCH

*Join us to make a difference*

**\$2,700**

**Per annum**

Join us as a Champion of COUCH and help create a future of comprehensive care for Far North Queensland locals impacted by cancer. As a Champion of COUCH you will receive:

### Recognition on our Champions of COUCH webpage

As a Champion of COUCH, your organisation will be proudly highlighted on our dedicated Champions of COUCH webpage.

### Champions of COUCH logo for use in your marketing materials

We provide you with the official "Champions of COUCH" logo, allowing you to display your sponsorship and partnership in all your marketing materials.

### Campaign sticker to showcase your support

Receive an exclusive "Champions of COUCH" campaign sticker that you can proudly display at your place of business. This sticker serves as a visible token of your commitment to making a difference.



Webpage  
Recognition



Partnership  
Logo



Campaign  
Sticker



# COUCH Community Partner

*Join us to make a difference*

**\$5,000**

Per annum

Join us as a COUCH Community Partner and help create a future of comprehensive care for Far North Queensland locals impacted by cancer. As a COUCH Community Partner, you will receive:

### Engraved plaque at the COUCH Wellness Centre

We will honour your support with a personalised engraved plaque displayed at the COUCH Wellness Centre, recognising your commitment to supporting those impacted by cancer.

### Feature in COUCH communications and newsletters

Your support will be highlighted across our communications, including featured stories in our newsletters and other outreach channels. This visibility not only recognises your commitment to making a difference, but also connects you with our community of supporters, showcasing your role in providing vital care and resources for those affected by cancer in Far North Queensland.



Engraved  
Plaque



COUCH  
Communications



Webpage  
Recognition



# COUCH Supporter

*Join us to make a difference*

**\$10,000**

Per annum

Join us as a COUCH Supporter and help create a future of comprehensive care for Far North Queensland locals impacted by cancer. As a COUCH Supporter, you will receive:

### All benefits of COUCH Community Partner, plus:

### Attendance by a COUCH Board Director or CEO at your donation handover event

To honour the significance of your contribution and our gratitude for your partnership, a Board Director or our CEO will personally attend your donation handover event. This event is a unique opportunity to connect with our leadership team and celebrate your partnership in making a lasting difference in the community.



Director/CEO  
in Attendance



Engraved  
Plaque



COUCH  
Communications



Webpage  
Recognition



# COUCH Contributor

*Join us to make a difference*

**\$20,000**

Per annum

Join us as a COUCH Contributor and help create a future of comprehensive care for Far North Queensland locals impacted by cancer. As a COUCH Contributor, you will receive:

### All benefits of COUCH Supporter, plus:

#### Invitations to exclusive COUCH events as a guest of our Chair or CEO

As a valued COUCH contributor, you'll be invited to attend exclusive events hosted by our Chair or CEO. These special occasions provide a chance to reflect on the progress we're making together and celebrates the meaningful impact of your support in the community.

#### Logo recognition on event materials and communications

As a COUCH Supporter, your logo will be prominently featured on our promotional materials, newsletters, and digital channels, showcasing your dedication to advancing our vision for transformative cancer care and strengthening your role as a trusted, community-focused leader.



Exclusive Invitations



Logo Recognition



Director/CEO in Attendance



Engraved Plaque



COUCH Communications



Webpage Recognition



# COUCH Advocate

*Join us to make a difference*

**\$50,000**

Per annum

Join us as a COUCH Advocate and help create a future of comprehensive care for Far North Queensland locals impacted by cancer. As a COUCH Advocate, you will receive:

### All benefits of COUCH Contributor, plus:

#### Dedicated profile page on COUCH's website with active links to your business

This prominent online presence not only enhances your visibility within the community but also helps raise awareness for our Cancer Wellness Centre.

#### Press release announcing your partnership to local media outlets

This release will share the exciting news of your collaboration with us, detailing how your support will enhance our Cancer Wellness Centre and improve the lives of those Far North Queensland locals impacted by cancer.

#### Access to COUCH Wellness Centre employee wellness packages.

Position yourself as an employer of choice and make an immediate impact. As an advocate of COUCH, we work with you to support any of your employees faced with their own cancer diagnosis through access to customised cancer care activity plans and services.



Exclusive Invitations



Logo Recognition



Director/CEO in Attendance



Engraved Plaque



COUCH Communications



Webpage Recognition



# COUCH Visionary

*Join us to make a difference*

**\$80,000** Per annum

Join us as a COUCH Visionary and help create a future of comprehensive care for Far North Queensland locals impacted by cancer. As a COUCH Visionary, you will receive:

## All benefits of COUCH Advocate, plus:

### Access to COUCH's Meeting Place for corporate events (two times annually)

As a COUCH Visionary, you will have exclusive access to our Meeting Place for corporate events. This unique venue offers a collaborative environment ideal for hosting meetings, workshops, or networking events, allowing you to engage with your team and clients in a welcoming space.

### Verbal recognition at major COUCH events and engagements

As a COUCH Visionary you will receive verbal recognition at all of our major events and engagements, highlighting your invaluable support and commitment to our mission of improving the lives of those Far North Queensland locals impacted by cancer.



Meeting Place Access



Verbal Recognition



Exclusive Invitations



Logo Recognition



Director/CEO in Attendance



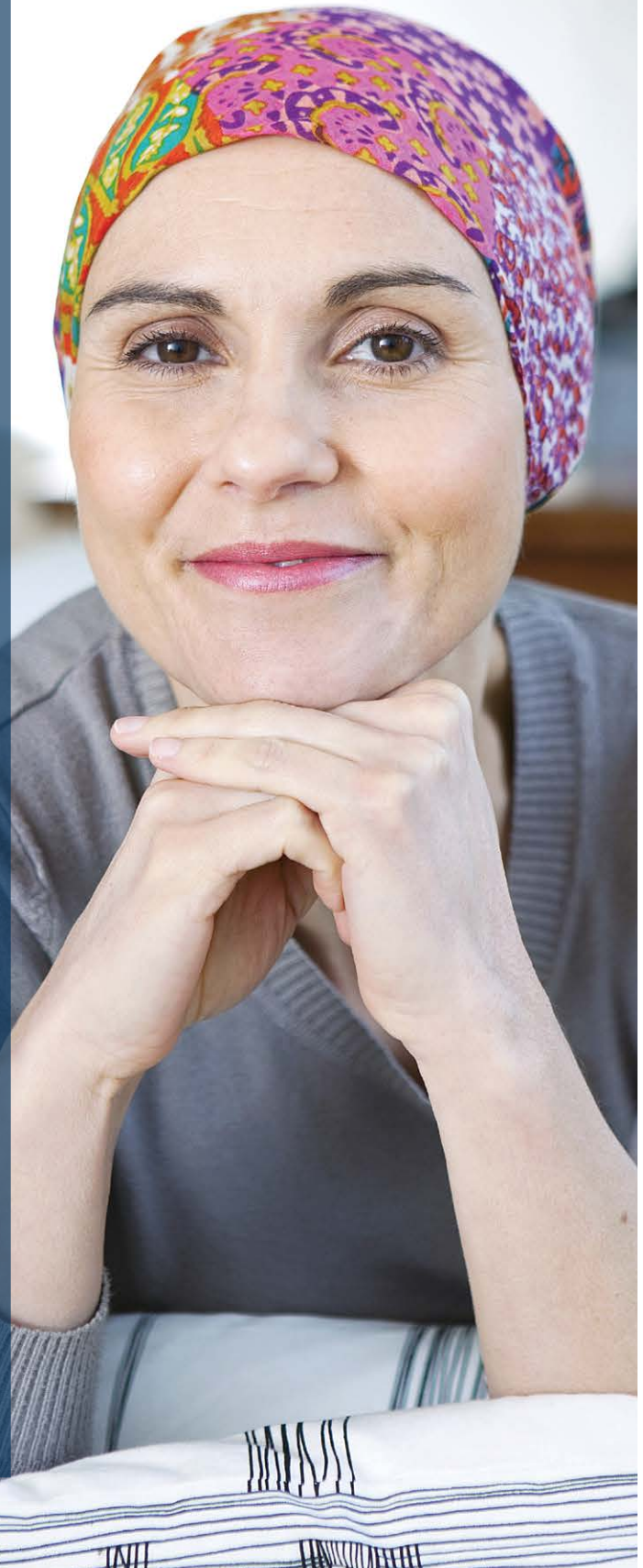
Engraved Plaque



COUCH Communications



Webpage Recognition





# COUCH Legacy Partner

*Join us to make a difference*

**\$120,000+** Per annum

Join us as a COUCH Legacy Partner and help create a future of comprehensive care for Far North Queensland locals impacted by cancer. As a COUCH Legacy Partner, you will receive:

## **All benefits of COUCH Visionary, plus:**

### **Logo placement on COUCH staff email signatures**

Every email sent by our dedicated team presents an opportunity for your logo to be seen by a wide audience, including partners, stakeholders, and community members. This consistent exposure reinforces your commitment to supporting our mission while creating a lasting impression. As our staff communicate with various contacts, your logo will serve as a constant reminder of your partnership, helping to foster goodwill and engagement with your brand within the community.

## **Co-branded media and campaign opportunities to showcase your impact**

This collaboration level of partnership allows your brand to shine alongside ours in various marketing materials, including print and digital campaigns, social media promotions, and event advertising. By integrating your message with our initiatives, you not only enhance your visibility but also demonstrate your commitment to driving positive change in cancer care. This partnership will enable you to connect with our community on a deeper level, illustrating the significant difference your support makes in the lives of those we serve.







## Tailored Partnerships for Maximum Impact

At COUCH, we know that every organisation is different. That's why we offer tailored partnerships that align with your unique corporate goals and values. Whether you're looking to engage your employees through cancer care programs, sponsor a specific service, or co-brand a fundraising event, we will work with you to create a bespoke package that delivers value to your business and makes a meaningful difference in the community.

### Examples of opportunities include:

- Naming rights for rooms and services at the COUCH Wellness Centre
- Exclusive sponsorship of key wellbeing programs, such as yoga, oncology massage, or mental health support
- Cause marketing campaigns to elevate your brand while supporting a critical cause
- Contribution to our investment portfolio

Let's collaborate to create a partnership that not only benefits your organisation but also transforms the lives of cancer patients in Far North Queensland.



## OUR VISION FOR GROWTH

# Expanding Services, Expanding Impact

While our immediate goal is to **raise \$1.5 million annually** to sustain the vital services we already provide, our long-term vision is much more ambitious.

We know that cancer impacts every facet of a person's life - physically, emotionally, and financially. That's why we are committed to expanding our evidence-based services to provide comprehensive, integrative care that addresses all these needs.

### Our plans for growth include:

#### → **Financial and Legal Advice:**

Cancer often brings significant financial strain, and navigating the complexities of insurance, medical costs, and employment can be overwhelming. COUCH aims to offer financial and legal advisory services to help clients and their families understand their options and protect their livelihoods during and after treatment.

#### → **Telehealth Outreach:**

Given the vast geography of Far North Queensland, accessing care can be challenging for those living in remote areas. By expanding our telehealth services, COUCH can provide virtual consultations, follow-ups, and wellbeing sessions to cancer-impacted individuals, their families and carers who cannot easily travel to our centre. This will allow us to reach more people across the region, ensuring that everyone - regardless of location - can access the support they need.

#### → **Mental Health and Resilience Support:**

Cancer is as much an emotional journey as a physical one. We plan to expand into mental health services to include counselling, support groups, and resilience training to help the cancer-impacted community to cope with the emotional toll of cancer.

#### → **Enhanced Survivorship Programs:**

Survivorship care is critical to helping cancer-impacted individuals transition back into their lives post-treatment. By expanding our survivorship programs, we will offer tailored services that focus on rehabilitation, long-term health and wellbeing, ensuring that our clients not only survive cancer but thrive beyond it.



## COUCH IN THE COMMUNITY



# Creating Real Change

COUCH is more than just a cancer care centre - it is a community. Our approach to cancer care goes beyond physical treatment, fostering a sense of connection and support for everyone who walks through our doors.

We engage the wider Far North Queensland community through a variety of events and initiatives, from high-profile events to grassroots fundraising efforts. By partnering with COUCH, you will become an integral part of this vibrant community, gaining exposure and recognition for your role in supporting a cause that matters deeply to the people of Far North Queensland.

### → Fundraising Events:

Our annual fundraising events attract high-profile business leaders, philanthropists, and community members, offering you an exclusive opportunity to connect with influential decision-makers while supporting a vital cause.

### → Community Workshops and Events:

COUCH regularly hosts health and wellbeing workshops, providing valuable resources to those experiencing cancer, survivors, and their families or carers. Your organisation can sponsor these events, gaining valuable community engagement.

### → Volunteer Opportunities:

Engage your employees in meaningful ways through volunteer programs that allow them to contribute directly to COUCH's mission.

# Help Us Make a Difference

The future of cancer care in Far North Queensland is at a tipping point. Without immediate investment, COUCH risks scaling back the services that hundreds of local families rely on.

**With your partnership, we can not only sustain these services—we can grow them, ensuring that every cancer patient in Far North Queensland receives the care and support they deserve.**

Join us in our efforts to deliver comprehensive and compassionate cancer care to the communities of Far North Queensland. Together, we can build a future where no one has to face cancer alone.

Make a lasting impact today. Contact us to discuss how your investment can change lives and secure the future of cancer care in Far North Queensland.

## Are you ready to join us on this mission?

Contact our CEO:

*Wendy Hughes*

 **0466 064 335**  
**ceo@couch.org.au**



## OUR CLIENTS

# Celebrating Connections



"This is a wonderful place, and I hope as many people in our community as possible get the chance to benefit from it. My mantra is, 'Every day, in every way, I'm getting better and better,' and that's all thanks to COUCH."

*Kate T.*



"The journey doesn't end when your medical treatments do. It includes all the challenges that come from the treatment itself, and that's where COUCH has been a true support. When you walk through the door, you instantly feel like you're part of a family here."

*Keith F.*



"All the techniques I learnt in Breath and Qigong helped me significantly with focusing on my breath and not my anxiousness when experiencing a CT scan and radiation therapy"

*Colin A.*



"The art [workshops] for me is key - and the comradeship of beautiful people. And even though we all might be quite different in our art, we become one in that art group. Because you are the artist. You're not the person with cancer."

*Pamela B.*



COUCH Wellness Centre

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