

HOW YOU CAN HELP THROUGH

CAUSE-RELATED SALES



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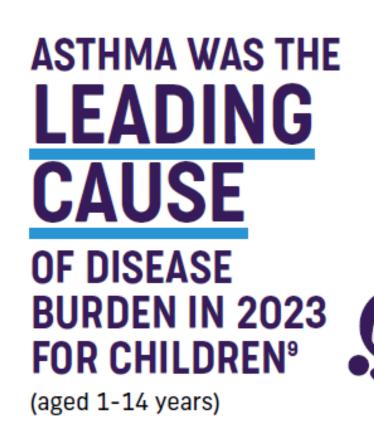
CONNECT WITH NEARLY 2.8 MILLION AUSTRALIANS AND THEIR FAMILIES

Welcome and thanks for your interest in raising awareness and funds for people with asthma. As you can see, asthma has a big impact on Australian lives.

We appreciate <u>any</u> support you can provide through your business. This helps us deliver asthma services, advocacy, training, community programs and research <u>towards a cure</u>. We aim for a community free from asthma.

Here is how you help us through cause-related sales.





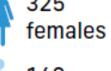
4th leading cause for adolescents and young adults (aged 15-24 years)⁹

10th leading cause for all ages combined⁹

7th **leading cause** of disease burden for First Nations people in 2018²



474 AUSTRALIANS DIED FROM ASTHMA IN 20237



149 males 43% of asthma deaths were in women aged 75 years and over8



Asthma mortality decreased in 2021 due to COVID-19 pandemic measures, but returned to pre-pandemic levels in 2022 and 2023, with 1.3 and 1.4 deaths per 100,000 people (adjusted for age)⁷

MORTALITY RATES ARE HIGHER FOR:6



People living in outer regional areas



People living in areas of highest socio-economic disadvantage





First Nations people



GROW YOUR BRAND WITH US

THE PACKAGE – NO BASE FEE REQUIRED

We don't require any exchange of funds to get started. This is how it works:

- Set the percentage or amount of each sale you wish to give to Asthma Australia. This can be on a particular product or service, or in general.
- Set a time frame with us, usually 12 months to get started.
- Agree to a sales reporting and payment frequency that works for your business.
- We send you our Cause-Related Sales Agreement.
- Under this agreement, we license you the 'Proudly Supporting Asthma
 Australia' logo for display on the agreed product or service, and related
 marketing materials for the term of the agreement.
- We help activate your support by sharing it with our community and stakeholders on our website, emails and social media.
- You can proudly market to your audience: We are proud to donate a
 percentage of this sale to Asthma Australia or something similar. And
 leverage our campaigns through the year!
- Grow your brand and affiliation with us whilst making a difference.









CONTACT

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