

PROUDLY
SUPPORTING



**ASTHMA
AUSTRALIA**

HOW YOU CAN HELP THROUGH CAUSE-RELATED SALES




CAUSE-RELATED SALES

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

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



1 IN 9
AUSTRALIANS REPORT HAVING ASTHMA
Nearly 2.8 million people¹


ASTHMA WAS THE LEADING CAUSE OF DISEASE BURDEN IN 2023 FOR CHILDREN⁹
(aged 1-14 years)



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

325 females
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
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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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