
PROUDLY SUPPORTING



Resource Guide

Overview

No child should live in poverty, which is why we are committed to making an impact.

But we can't do it alone.

We partner with businesses, churches and individuals just like you to make our shared vision of releasing children from poverty a reality. Compassion enables you to make an effective and sustainable difference in the lives of children around the world.

Connecting with Compassion is a rewarding way to engage your congregation, network or staff, demonstrate your strong sense of social responsibility and use your influence and resources to help others.

You can connect with Compassion in a way that best suits your passions, resources and vision by sponsoring children, providing safe water for communities, caring for vulnerable mothers and babies, building safe homes and much more.

Who is Compassion?

Compassion Australia is part of Compassion International, a global network of more than 40 countries.

Together with millions of our neighbours—sponsors, supporters and church partners—around the world, we are a Christian holistic child development ministry that seeks to put love in action and release children from poverty in Jesus' name.

The Compassion Difference

Our response to poverty is different.
Our focus is one child at a time.

We build long-term relationships between children and their local church family, helping empower children to reach their full potential and break the generational cycles of poverty.

CHRIST-CENTRED

Jesus is at the heart of Compassion. His love for the marginalised and His power to change lives are why Compassion exists. More than 2.1 million children have the chance to hear the life-changing message of His love thanks to the help of partners like you.

CHURCH-BASED

More than 8,000 local Christian churches in Africa, Asia, Central America and South America are on the frontlines of releasing children from poverty in Jesus' name. They are building relationships, meeting urgent physical needs and encouraging children spiritually.

CHILD-FOCUSED

More than 90,000 generous Australians help to meet the specific economic, physical, socio-emotional and spiritual needs of every child. This may be through sponsorship or by supporting a Critical Needs project for education, health, clean water and more.

How to Use this Resource Guide

This resource guide is designed to give you an overview of the print and digital resources available to you as a supporter of Compassion.

We can help equip you to spread the word about our work and the difference you're making in the lives of children living in poverty.

In many cases, the resources shown here are a sample and more variations are available. For a full list, or for any further questions, please speak with your local Compassion team member.

Proudly Supporting Compassion Logo

The 'Proudly Supporting Compassion' logo is the primary asset used to communicate your support of our shared vision. It should be applied consistently so that Compassion's identity is easily recognisable.

EXCLUSION ZONE

Avoid using any graphic elements other than a background colour inside the exclusion zone around the logo (equal to the size of the "C" in our wordmark). By keeping the logo free from confusion or clutter it protects its integrity and remains easy to identify.

MINIMUM SIZE

In order to make sure the logo is easy to read, it should not be made smaller than the following minimum sizes: 32mm wide – Primary logo and 62mm wide – Secondary logo.

PRIMARY



PROUDLY SUPPORTING

SECONDARY



Social Media

You may choose from a range of social content in order to highlight a particular aspect of Compassion's work that is meaningful to you.

TERMS OF USE

The text and imagery provided should not be altered in order to ensure Compassion is accurately represented. Each post should stand on its own and not be combined with other content.



Social Media

COMPASSION AUSTRALIA

Poverty has a devastating impact on children: they lose their chance to learn and play and are instead exposed to exploitation and hopelessness. We are proud to support Compassion and change this reality by releasing children from poverty.

Find out more at compassion.com.au



Social Media

CRITICAL NEEDS: MUMS AND BABIES

For a child born into poverty, the threat of death is doubled. We are proud to support Compassion and provide care for vulnerable mums and babies, saving lives with education and medical support.

Find out more at compassion.com.au



Social Media

CRITICAL NEEDS: INFRASTRUCTURE

One in four people live in conditions that harm their health, safety and future opportunities—and children living in poverty are among the most vulnerable. We are proud to support Compassion to ensure children have safe places to live, learn and play.

Find out more at compassion.com.au

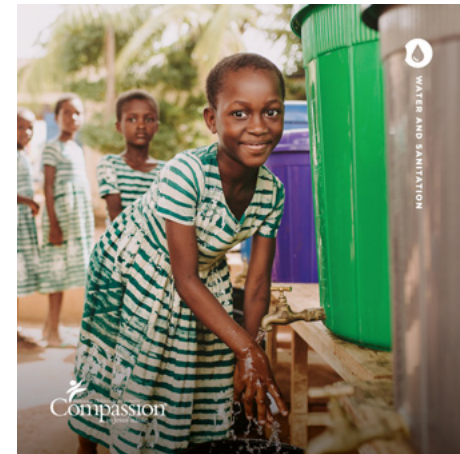


Social Media

CRITICAL NEEDS: WATER AND SANITATION

Sanitation-related diseases are one of the leading causes of death for children under age five. We are proud to support Compassion and support the provision of safe water and sanitation facilities for children living in poverty.

Find out more at compassion.com.au

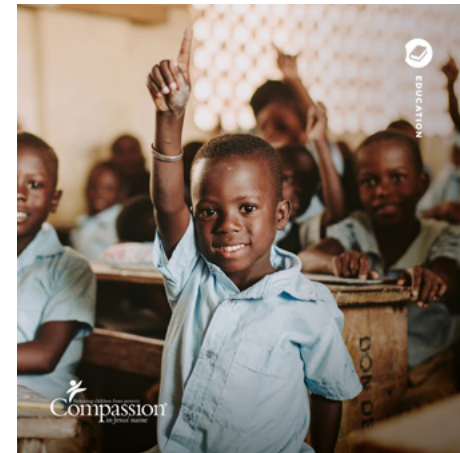


Social Media

CRITICAL NEEDS: EDUCATION

In developing countries, 200 million young people leave school without the skills they need. A further 58 million don't attend at all. We are proud to support Compassion and equip young people with education to break the cycle of poverty.

Find out more at compassion.com.au

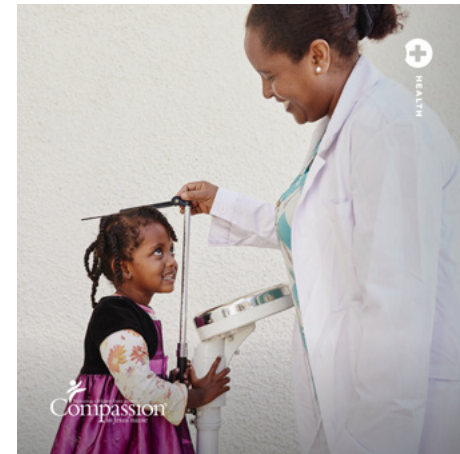


Social Media

CRITICAL NEEDS: HEALTH

Each year, over 4 million children under age five die from preventable and treatable causes. We are proud to support Compassion and help provide emergency medical support, ongoing treatment and good nutrition to those who need it most.

Find out more at compassion.com.au



Social Media

CONTINENTS: AFRICA

Over 800,000 children are known, loved and being released from poverty in Africa. We are proud to support Compassion in this life-changing work.

Find out more at compassion.com.au



Social Media

CONTINENTS: ASIA

Over 300,000 children are known, loved and being released from poverty in Asia. We are proud to support Compassion in this life-changing work.

Find out more at compassion.com.au



Social Media

CONTINENTS: CENTRAL AND SOUTH AMERICA

Over 900,000 children are known, loved and being released from poverty in Central and South America. We are proud to support Compassion in this life-changing work.

Find out more at compassion.com.au



Web Banners

These banners are designed so you can highlight a particular area of Compassion's work that you support or feel passionate about.

TERMS OF USE

- The text and imagery provided should not be altered to ensure Compassion is accurately represented.
- The surrounding context of the banner should treat children with dignity and respect.
- All banners must link to compassion.com.au
- These banners are intended for use on web pages only.

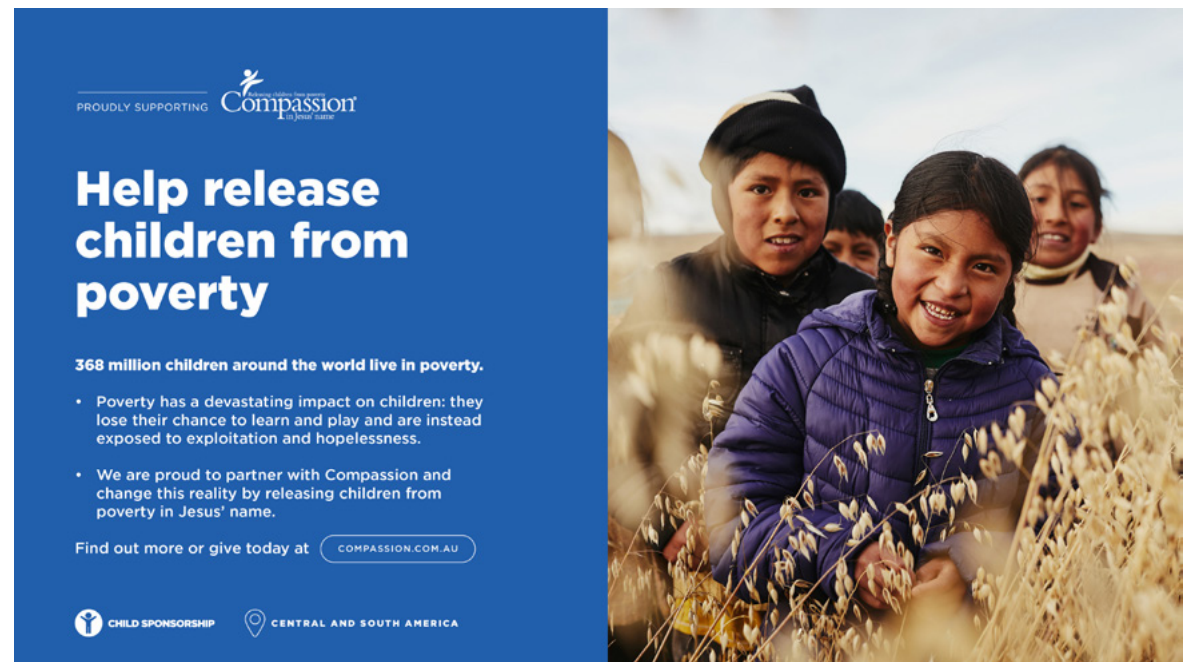


Digital Displays

Digital Displays can be used to show your support of Compassion on a screen in your reception, waiting room or similar location.

TERMS OF USE

- The text and imagery provided should not be altered to ensure Compassion is accurately represented.
- Each display should stand on its own and not be combined with other content.



PROUDLY SUPPORTING 

Help release children from poverty

368 million children around the world live in poverty.

- Poverty has a devastating impact on children: they lose their chance to learn and play and are instead exposed to exploitation and hopelessness.
- We are proud to partner with Compassion and change this reality by releasing children from poverty in Jesus' name.

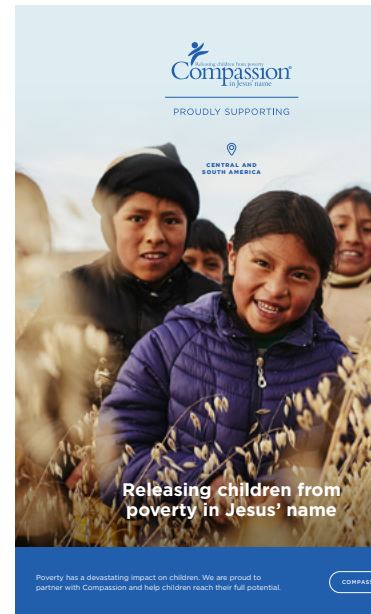
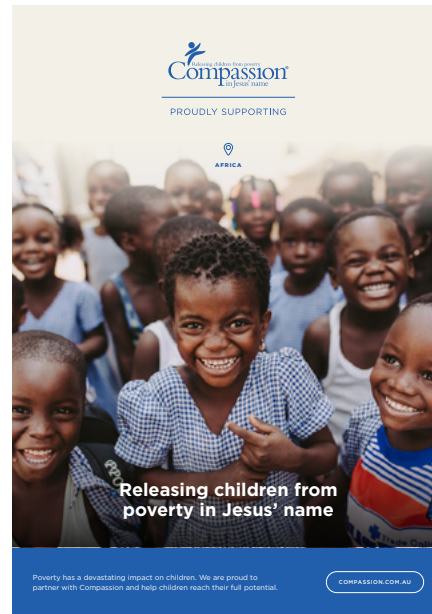
Find out more or give today at [COMPASSION.COM.AU](https://www.compassion.com.au)

 CHILD SPONSORSHIP  CENTRAL AND SOUTH AMERICA

POS Signs

These signs are perfect for your desk or reception counter so you can show your support of Compassion's work.

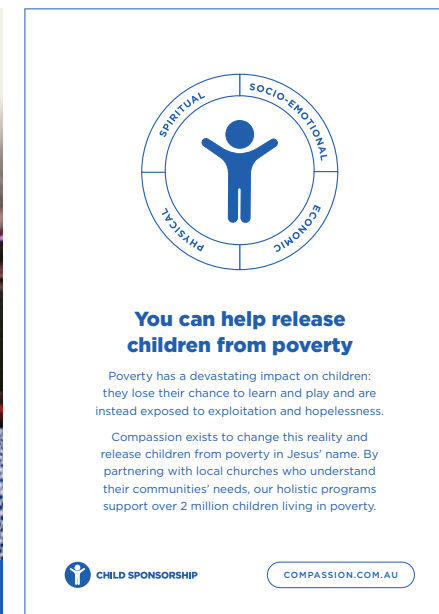
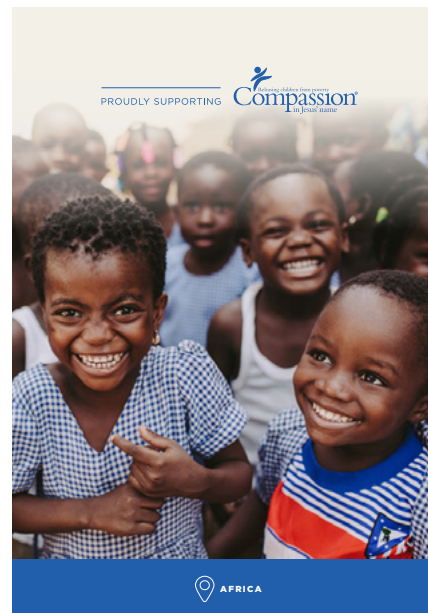
Please speak with your local Compassion Relationship Manager to determine the best POS signs and right quantities for your needs.



POS Brand Cards

These postcard-sized brand cards can be distributed to highlight your support of Compassion's work.

Please speak with your local Compassion Relationship Manager to determine the best postcards and right quantities for your needs.



POS Thank You Cards

These postcards provide space for you to write a thank you message to a customer or client while bringing attention to Compassion's work in releasing children from poverty.

Please speak with your local Compassion Relationship Manager to determine the right quantities for your needs.



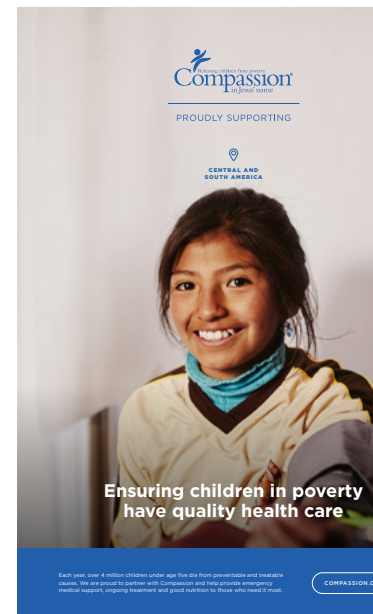
You are helping us support Compassion in releasing children from poverty. **Thank you!**

COMPASSION.COM.AU

Posters

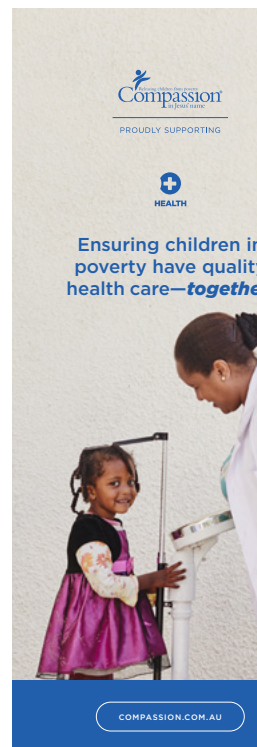
Perfect for your office or reception area, these posters can highlight your support of Compassion's work across a number of key areas.

Please speak with your local Compassion Relationship Manager to determine the best posters and right quantities for your needs.



Pull-Up Banners

These banners are designed so you can highlight a particular area of Compassion's work that you support or feel passionate about.



Terms and Conditions

All content provided in this resource guide and by Compassion must be used as-is and without any modifications (unless otherwise specified). Please contact your local Compassion staff member with any further questions or requests.

FAQs

How can I order the Compassion collateral shown in this guide?

Please speak with your Compassion Relationship Manager to organise the order. If you're not sure who to speak with, you can call us on 1300 22 44 53.

How can I make a difference for children living in poverty by supporting Compassion?

As part of a global network of more than 40 countries, Compassion is a Christian child development charity with 70 years' experience. By working with local partners who understand their communities' needs, our programs support over 2 million children living in poverty. We are committed to holistic outcomes for children by addressing their physical, economic, socio-emotional and spiritual needs.

Independent research shows Compassion's programs make a real difference for children living in poverty. Children who participate in our programs are:

- 14-18% more likely to have salaried employment as adults
- 30-75% more likely to become leaders in their communities
- 27-40% more likely to finish their secondary education

To learn more about the positive difference you can make with Compassion, visit our [Impact Website](#).

What benefits are there for my business in supporting Compassion?

Partnering with Compassion can bring positive change not just to the children we serve but to you and your team as well:

- Improve morale: People come together when we focus on helping others. Your partnership with Compassion has the capacity to energise your team with a shared mission.
- Increase purpose: Give your team a powerful 'why' to help drive success in what you are doing. Altruism drives results, and partnership with Compassion brings positive impact for both you and children living in poverty.
- Build credibility: Partnership with a global organisation that has 70 years' experience in the not-for-profit sector can bring positive publicity.
- Expand your reach: Compassion is Australia's third largest not-for-profit charity. Partnering with us can provide opportunities for you to engage with a new audience.



Christ-centred | Child-focused | Church-based



**SEARCH FOR
COMPASSIONAU**

COMPASSION AUSTRALIA

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