

THE MENTORING MEN

SUPPORTING THOSE SUPPORTING MEN

ONE CAMPAIGN. MORE GOOD.

Give smaller frontline men's services the reach and tools to fundraise for their own work.

SEED FUNDING SOUGHT

A campaign team and costed plan are in place. Help fund launch and delivery.



LOCAL WORK. NATIONAL REACH.

Good frontline work does not always come with a national marketing budget. The proposed campaign would give smaller men's services a recognisable platform, shared promotion and practical fundraising tools.



ILLUSTRATIVE LOCAL PREPARATION / NOT A CAMPAIGN EVENT

THE FUNDING IDEA

Founding support would put the campaign team and costed plan into action, launch the shared platform and back promotion, delivery and learning. The campaign identity and creative details remain commercial-in-confidence.

TWO WAYS TO BACK IT.

Supporters could back the shared campaign or express a preference for a participating service. We would agree how each route works before launch.

01

SHARED CAMPAIGN

Give to a pooled campaign. Support would be allocated to services under rules agreed with participating organisations.

02

CHOOSE A SERVICE

Fundraise through a participating organisation's page and express a preference for that organisation's work.

CAMPAIGN DELIVERY + FUTURE RESERVES

An agreed portion of support would cover actual campaign costs and reserves for future campaigns.

FUNDING TO PARTICIPATING SERVICES

Funding would then follow agreed allocation rules. Amounts, timing, packages and the treatment of donor preferences remain to be settled.

RECEIPTING NEEDS DESIGN

Any donation, auspicing and tax-deductible receipt arrangements would be checked and explained before use.

ONE PLATFORM. PRACTICAL TOOLS.

The proposal combines organisation fundraising pages, shared content and campaign tools with marketing, workplaces, community giving, events and national media outreach.

A STRONGER LOCAL START

We are exploring support packages from access to the campaign brand, portal and tools through to dedicated campaign officer help. Scope, costs and service levels would be agreed with each organisation.



BUILDING ON EXPERIENCE

Our 2025 Meet a Mate campaign, delivered with The Man Walk, gave us practical experience in collaboration, promotion and fundraising. That experience informs a new concept. Mentoring Men is committed; other organisations would join only by agreement.

Our aim is a national fundraising platform that helps services already supporting men grow local support, while giving Mentoring Men a stronger way to fund its own work.

FUND THE LAUNCH.

A campaign manager, team and costed plan are in place. Seed funding would enable three connected stages:

01

PUT THE TEAM TO WORK

Mobilise delivery, coordinate participating services and agree how everyone will work together.

02

LAUNCH THE PLATFORM

Prepare creative assets, fundraising infrastructure, organisation pages and practical tools.

03

PROMOTE, DELIVER AND LEARN

Back wider promotion, day-to-day support, reporting and a stronger base for future campaigns.

A STAGED CONVERSATION

Founding supporters can review the detailed proposal, costs and delivery approach privately. Participation terms and creative details would be agreed before launch.



ILLUSTRATIVE SCENE / FICTIONAL PEOPLE

HELP GET IT OFF THE GROUND.

Talk with Mentoring Men about seed funding to launch and deliver the shared campaign, or about taking part as a frontline service.

A CONFIDENTIAL DISCUSSION

The concept and staged roadmap are developed. Participation, allocations, receipting and creative details would be agreed in the funding conversation.

MENTION: SUPPORTING THOSE SUPPORTING MEN

mentoringmen.org.au/contact-us