



An Australian charity  
providing essential material  
aid to displaced children

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## B4VK Corporate Support



## Who are we?

Helping vulnerable children one backpack at a time.

Founded in Victoria in 2014, our purpose is to provide quality-filled crisis packs and gift packs for vulnerable children, aged from birth to seventeen years. Our mission quickly expanded in response to requests for children in additional situations, to bring comfort, ease anxiety and to restore dignity as soon as practicable.

Originally our core program, My Essentials Packs, provided material aid to children entering foster care, but grew to include all types of out-of-home care, secure facilities and emergency accommodation. Often children are relocated quickly without much more than what they are wearing at the time of displacement. We now deliver six programs supporting children in crisis.



## Why B4VK exists

There are **45,000 Australian children in out of home care**, which includes Foster Care, Kinship Care, Permanent Care, Emergency/Short Term Care, Residential Care and respite.

On any one night, **over 9,000 children in Victoria are unable to live with their biological parent.**

The number of **children in care is growing by 11%** every year and by 24% for Aboriginal and Torres Strait Islander children.

At this rate of growth, **almost 26,000 children in Victoria will be in care by 2026.**

**1 in 33 children** across Australia are in need of child protection services.

A child in care costs **50% more to raise** than a child with their biological parent.

**The preferred approach is to keep children within the family environment. However, this is often not a viable option. When children have to be removed from their family home, the focus is on “providing children with safety, stability and a sense of security”. Our programs do just that.**

Source: [aihw.gov.au](http://aihw.gov.au)



## The gap in funding

Funding for children in these situations is assessed and allocated on an individual basis. This means that the process can take days, weeks or even months, leaving workers and carers personally responsible for the immediate needs of the children they are supporting.

**That's where Backpacks 4 VIC Kids helps**

Our programs deliver essential items that can change a child's life by providing them comfort, dignity, self-worth and equality in a stressful and frightening time. When children have these items, including their own toiletries, appropriate clothing, a blanket and soft toy, they are easier to settle, feel more secure and, most importantly, they know that there are people who care about them and value their wellbeing.



## Our Values

- ♡ Honesty
- ♡ Fairness
- ♡ Reliability
- ♡ Compassion
- ♡ Inclusion

## Our Vision

All displaced children will have the resources they need, bringing them comfort in their first 24 – 48 hours of displacement and beyond.

## Our Impact

“For some people it looks like just a backpack with some items in it, but for those children who receive it, like Jen\* it’s everything that they have in the world and sometimes it becomes their world”

**Sally Beard, Founder & CEO,  
Backpacks 4 VIC Kids**

*\* Name changed to protect client privacy*



## What we provide

Our core programs

### My Essentials (ME) Pack



Easing anxiety and grief in the first 24–48 hours of displacement, increasing self-worth as children arrive at a strange location. Our ME Packs include a backpack or baby care bag and are created in sizes 0000 to 18.

Our ME Packs contain age-appropriate essential items such as:

- Toiletries
- Nappies for sizes 0000–3
- Underwear & clothing
- Sleepwear
- Torch
- Tissues
- Blanket
- Soft toy to cuddle

### School Essentials (SE) Pack



Strengthening engagement in education and increasing equality in the classroom our School Essentials Packs are customised to the specific needs of each child, our School Essentials pack can include:

- Lunch box
- Drink bottle
- Backpack
- Stationery
- Sun hats, socks, hand sanitiser
- Padlock and USB stick

### Christmas 4 Kids in Care



Giving joy to children in out-of-home care and supporting the people who care for them, our B4VK Santa Packs are hand sewn draw-string sacks containing:

- Age and gender appropriate book
- Soft toy
- Educational and activity-based toys

### Disaster Relief (DR) Pack



When everything is lost, our Disaster Relief Packs provide clean fresh clothing, underwear, hope and dignity to children impacted by natural disasters. B4VK responds to particular needs promptly following an event, customising each Disaster Relief Pack in consultation with services on the ground.

### Rough Sleeper (RS) Pack



Restoring dignity and comfort for homeless children and youth, with essentials including toiletries, a beanie, socks, notepad, pen and wipes are packed in a versatile zip-lock bag.

### Tiny Sites Initiative

This is a ground-breaking initiative of Backpacks 4 VIC Kids.

Tiny Sites are refurbished shipping containers, fitted out with solar lighting, pin code operated door, ventilation and shelving. They also provide opportunities for sponsor branding. Working in collaboration with other welfare providers, a wide range of care items are made available inside.

They are usually located on privately owned land. Each Tiny Site houses at least 76 My Essential Packs and other essential items such as nappies, child car restraints, cots and strollers, allowing police officers and social workers to have 24x7 access to support displaced children and the people caring for them.

B4VK Tiny Sites will be rolled out across Victoria to metropolitan and regional areas providing stronger support to more children.



## Why support B4VK?

B4VK relies heavily on volunteers and donations sought through fundraising, grants and sponsorship. We keep our overheads as low as possible so that funds go directly to program costs. B4VK is a registered charity endorsed as a Deductible Gift Recipient (DGR). We can do so much more with your help.

B4VK believes that working together through rewarding collaborative projects achieves stronger outcomes. It is our strong belief that we all have a social responsibility to make a positive and lasting impact, especially for vulnerable children in our community, who are at the heart of everything we do at B4VK.

**Your help can  
strengthen their future.**

## Ways to get involved

**Our impact partners play a vital role in helping local displaced children.**

Here are suggested activities to participate in making a difference. New ideas are always welcome. Contact us to discuss your ideas and we'll provide as much support as we can.



### Corporate Volunteering Days

Bring the team to spend the day with the B4VK team at our site in Cranbourne West. Activities may include sorting, picking and packing. Pro-bono skill and expertise sharing is welcomed. Onsite or remotely, your helping hands can make a world of difference.

### Donate

Demonstrate community consciousness by donating a percentage of your sales or services to B4VK. Set up a drop off box at reception for your work colleagues to contribute essential items. Donate your surplus stock.

### Sponsor a Tiny Site

We need reliable 'keepers' to check in, maintain and replenish our Tiny Sites state-wide. Adopt a Tiny Site as a family, team or company impact initiative. New locations such as compounds are sought after to increase accessibility.

### Workplace Giving

Every dollar counts. Motivate your team to support vulnerable kids with a low cost, simple to administer, tax effective way to donate directly from their salary.

### B4VK Guest Speaker

We love talking to our community. Our ambassadors are engaging and informative speakers who are passionate about our cause and social responsibility.

### Spread the Word

Share our social posts on LinkedIn, Facebook & Instagram from your personal or business page. The more who know about B4VK, the more children we can reach.

### Match donations

It's proven that people are willing to donate more when funds are matched. Match funds and become the Headliner of our next major fundraising campaign.

### Program Sponsorship

Ongoing sponsorship ensures the longevity of our programs. We proudly name our key partners, strengthening your brand alongside ours in program collateral and media.

### Fundraise

There are lots of ways that you can bring your team together and fundraise for B4VK. Host a morning tea, get your team active and take part in a walk, run or cycle or visit our website for more ideas!



## Working Together

By working together, where there is organisational value alignment, we can find lasting solutions to inequity, social and financial disadvantage, educational disengagement, and insufficient welfare support.

This is a great opportunity to:

- advocate for kids needing care
- educate your network about the importance of working together to achieve measurable outcomes for those less fortunate
- create meaningful change together.

At B4VK we follow United Nations Sustainability Development Goals:

- No poverty
- Good health and wellbeing
- Quality education
- Reduced inequalities
- Partnerships for goals
- Responsible consumption and production

Professional collaboration with organisations who share our values and genuinely want to make an impact is what makes our corporate partnerships so successful.



# B4VK Recognition

With support from our community, including our corporate partners, we have received the following recognition for our efforts:



**Westfield Local Hero  
2020  
Sally Beard**



**Australian Knight  
2020  
Sally Beard**



**Premier's Volunteer  
Champions 2018 Finalist –  
Leadership Category**



**City of Casey Volunteer  
Awards 2017 Winner –  
Organisation Category**



**Nova100 Community Chest  
2017  
Winner**



**Soar Awards 2016  
Winner  
Volunteering Category**



**Leader Local Grants  
2017  
Finalist**



**Robin Clark Protecting  
Children Awards 2015, 2016  
and 2022 – Finalist**



## Further Information

Please see our website for more information and contact details:  
[www.backpacks4vickids.org.au](http://www.backpacks4vickids.org.au)

***Together* we can make a difference.**

