



Supporting Local Playgroups to Grow

Sponsorship Prospectus

The Great Start Program



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Help Community Playgroups Make a Great Start

Playgroup Victoria is a not-for-profit, incorporated organisation committed to helping all Victorian families discover the benefits of playgroup. We advocate for the benefits of play in a child's early years of learning and act as a support base for communities and families wanting to start and successfully run a playgroup.

Playgroup has a primary role in supporting families as they navigate the early years, providing safe spaces where the wellbeing of the family unit is nurtured through relationships, knowledge sharing and play.

To make sure playgroup is a mainstay, Playgroup Victoria has created a perpetual fund to provide an ongoing source of support for new community playgroups. The program will assist playgroups to start strong and have longevity. The program is called *The Great Start Community Playgroup Program*.

We encourage anyone wanting to contribute to read through this prospectus and learn more about different ways that you can become involved.

Playgroup is an valued part of Australian family life. Let's create more opportunities for all families to participate and reap the rewards of the playgroup experience!

Play and Community, a Lifeforce

Establishing the Great Start Program Fund

“Playgroups strengthen social bonds between families and help to build a sense of community. A healthy community is one where we feel we belong and where there is trust.” - Professor Dorothy Scott AOM, Playgroup Patron

Although Playgroup Victoria’s remit has broadened over the last five decades, supporting families to access and participate in community playgroups remains at the core of what we do. Participation is as central to what we do now as it was when the organisation first began in 1974.

Today, there are around 1,000 playgroups registered with us and many more thousands of family members who enjoy attending regular playgroup sessions.

To recognise this, and to build a sustainable structure to support playgroups going forward, we are establishing *The Great Start Program Fund*.

We have started the Great Start Program fund by investing \$100,000. Our aim is to raise \$500,000 in total, which will enable Playgroup Victoria to support 50 playgroups each year. These playgroup will receive \$500 to resource their playgroup, in addition to mentoring with experienced early years staff. The mentoring will be delivered by members of the Playgroup Victoria team, ensuring that the the support given is meaningful and practical, with the endeavour of making a positive, lasting difference in the lives of preschool aged children and their parents/carers.





Supporting New Playgroups to Grow

Playgroup Victoria's Great Start Program

Playgroup is all about building positive relationships, finding a sense of belonging and maintaining family wellbeing, for without, everyone misses the opportunity to reach their full potential and, above all, the opportunity to connect meaningfully.

Playgroup Victoria's exciting funding and support program creates opportunities for new playgroups to have a great start.

The program will provide recipients with monetary support for items such as toys, books, arts and crafts kits. Successful applicants will also receive mentoring and resources from Playgroup Victoria.

Read on to discover more about the impact playgroup has made over the last half century and our exciting new investments to maintain the future of playgroups.



Contribute to Our Fund

Playgroup comes to life through the support of others. If you feel that you align with our philosophies and values, we would love to connect with you about sponsorship opportunities.

Donors will be acknowledged and recognised as part of the program.

We seek meaningful collaborative relationships and welcome organisations and individuals to connect with us to learn more. If a monetary donation is not possible, you may have something else to enrich the program.

Changing Lives and Communities at Playgroup

“Some people say that it’s only two hours a week, that it’s just a playgroup, but in my mind, it can be so much more. It’s a lifeline for some of these families, a very unique space that is sincere, safe and kind.” - Playgroup Facilitator

With a ground swell of community spirit and initiative, the Playgroup Victoria organisation was established 51 years ago. Playgroup Victoria continues to support and value families as they journey through the early years. Playgroup is part of the fabric of society in Australia, threading through the generations.

Birth to five years is a vital period of development, laying the foundations for future years. Playgroup welcomes families to come together during this significant time in life. During this period, the parent and child relationship is crucial, and the family unit needs support from their community.

At Playgroup Victoria, we want to continue to make a positive difference in the lives of Victorian families and communities - this involves providing key support for community-led playgroups and all who facilitate playgroups, volunteer, attend with their family and those who interlink and contribute in one way or another.

We feel inspired to create more momentum, increasing our benefits to reach as many people as possible. There is much work to be done.





It takes a village to raise a child.



For further information about sponsorship options or to
become one of our donors please contact:

dschwarz@playgroup.org.au

Danny Schwarz Playgroup Victoria CEO



Playgroup Victoria acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community and we pay our respect to them, their cultures and to the elders past and present.



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