



# SPONSORSHIP PROSPECTUS

**Friends of the Foundation Programme**

Asthma and Respiratory Foundation NZ

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# **1 in 7 Kiwis have a respiratory disease.** Become a Friend of the Foundation and **help us, help them breathe easier**

- Impact of Respiratory Disease in New Zealand Report (2018)





# We invite your business to become a Friend of the Asthma and Respiratory Foundation NZ

## OUR MISSION

Be the leaders in respiratory health knowledge to improve respiratory health outcomes for all.

## OUR VISION

Develop and support respiratory health best practice through research, education, and advocacy

## OUR GOAL

To reduce respiratory related hospitalisations by 20% by 2025. We aim to achieve this goal through a combination of activities including; improving respiratory best practice, encouraging self-management, improving health literacy, delivering education, and raising the national profile of respiratory awareness in New Zealand.

## “Our goal is to have all Kiwis able to breathe freely”

- Letitia Harding, Chief Executive, ARFNZ



# INTRODUCTION

## How your business can keep Kiwis breathing easier

Friends of the Foundation is a business sponsorship programme that supports the activity of Asthma & Respiratory Foundation NZ.

We're looking to form partnerships with like-minded businesses who want to do their bit to help improve the respiratory health of all New Zealanders.

In return for your financial support, your organisation will receive recognition for your contribution in helping improve the lives of the 700,000+ Kiwis who live with respiratory disease.

The Asthma and Respiratory Foundation NZ (ARFNZ) is a registered charity, and New Zealand's leading authority for respiratory disease. The Foundation's activity includes developing clinical best practice, encouraging self-management, improving health literacy, delivering education, and raising the national profile of respiratory disease in New Zealand. Despite this, we receive no Government funding, and are solely reliant on community grants, sponsorship, and donations. We need your help to continue these vital services.

## 700,000

**New Zealanders live with a form of respiratory disease**

## 26,000

**Children live with respiratory disease in New Zealand**

## 86,000

**Hospital admissions each year are attributed to respiratory disease**

## 586,000

**Estimated school days are lost every year due to respiratory related hospitalisations**

## About the programme

Friends of the Foundation is a sponsorship programme focused on supporting initiatives which address the following three key areas:

- **Education** - Providing free asthma education to children in schools. Leading clinical best practice for health professionals. Producing and disseminating free printed and digital health resources for patients with respiratory disease. Translating targeted resources to identified at-risk communities.
- **Advocacy** – Raising the national profile of respiratory disease in New Zealand through our communication channels and nationwide campaigns. Advocating to the Government to implement a national respiratory health policy. Being an active voice in supporting smokefree and vape-free initiatives, and healthy homes legalisation.
- **Research** – Developing the NZ framework for treating respiratory disease in New Zealand. Commissioning research to measure and track the impact of respiratory disease in New Zealand. Providing a free online research portal on our website to collate ongoing research in the respiratory space.

The need is great, and is wide spread across our communities. Forming mutually beneficial relationships with organisations like yours will aid us in improving the health and quality of life for many New Zealanders.

# OUR WORK

Educating our communities on respiratory health



## Sailor the Pufferfish asthma education

Sailor the Pufferfish is an asthma education programme delivered to primary schools and early childhood education centres throughout New Zealand in a fun and interactive musical format. The show educates children and their teachers about asthma triggers, how to self-manage asthma, and what to do in an asthma emergency.

Since 2015, more than 71,276 NZ children and 440 schools have experienced a Sailor the Pufferfish show, which is now delivered in both English and te reo Māori.

In 2020 ARFNZ launched a re-vamped supporting website for the Sailor the Pufferfish which now includes educational asthma resources and interactive games. Alongside this, we also hope to develop a 'digital classroom' that will educate schools in rural locations, where a physical show is not always possible.

## Asthma Friendly Schools

Our goal is to have every New Zealand school an 'Asthma Friendly School', so that we can ensure that every child is looked after in an asthma emergency.

As part of this, the Foundation has developed a process to accredit schools as being asthma friendly. This includes receiving asthma education through our Sailor the Pufferfish shows or Learn about Lungs content, implementing a school asthma policy, identifying students who have asthma and ensuring these students have an individual asthma action plan, and making sure the school has an up-to-date asthma emergency kit. These kits include a special authority for access to a reliever inhaler, spacer to administer the medicine, and vital first aid information.

So far, more than 400 schools have taken part in the Asthma Friendly schools programme across the country.







## **Learn About Lungs**

The 'Learn About Lungs' site contains interactive digital resources for parents, whānau, and teachers to learn more about asthma and what to do in an emergency. Each of the topics has an interactive element and has an optional voiceover to aid in health literacy.

## **Teachers Asthma Toolkit**

Within the Learn about Lungs website, we also provide a 'Teachers' Asthma Toolkit' with specific content on managing asthma in the classroom, developed through a collaboration with the Ministry of Education. The website has been well received by the education community as it provides crucial asthma education to teachers who may not have received a Sailor the Pufferfish Asthma musical.

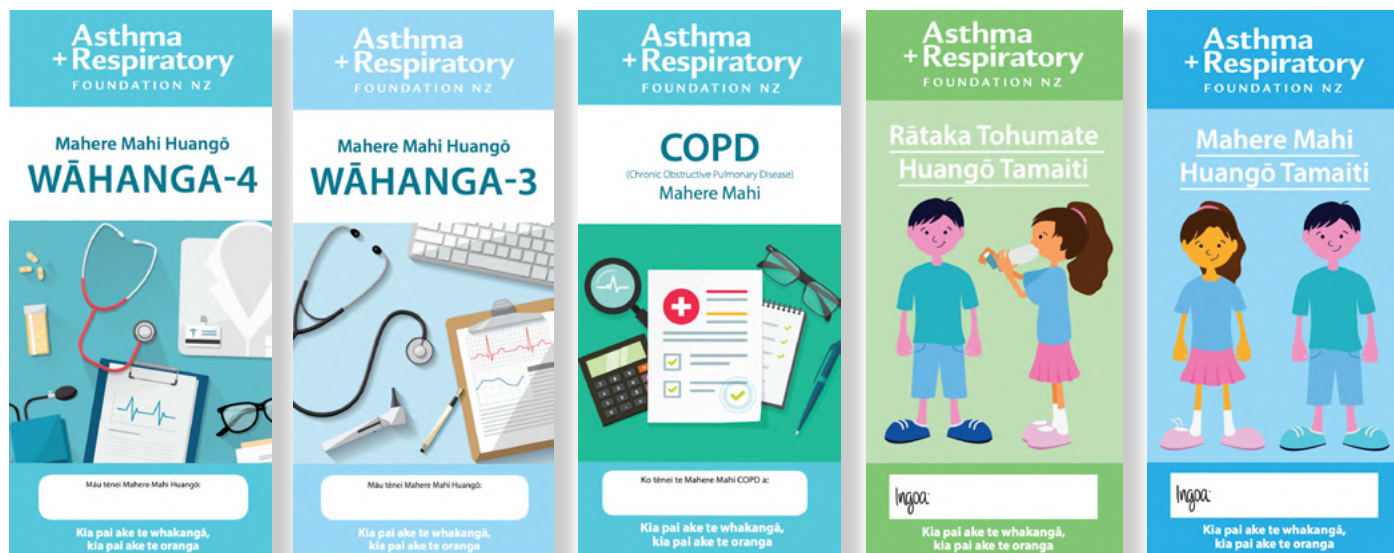
## **Don't Get Sucked in vaping education**

'Don't Get Sucked In' is an interactive website aimed at educating young people on the dangers of vaping. The website challenges teens to take a quiz to see if they have been 'sucked in' to some common misconceptions surrounding vaping and e-cigarettes.

The website content has been endorsed by the Foundation's 'Vaping Education Advisory Group' which comprises of health professionals, and educators.

# OUR WORK

Educating health professionals in the respiratory space



## Providing health resources

The most requested resources from ARFNZ are the Asthma Action Plans. These plans are self-management action plans for patients who have asthma or COPD, and are filled out by the patient's doctor.

In 2018, 5,700 Child Asthma Action Plans were distributed, 2,940 Child Asthma Symptom Diaries, and more than 10,000 Adult Action plans for both Asthma and COPD management.

Alongside these plans, we also provide various other health resources such as first aid posters, asthma handbooks, and management guidelines.

## Supporting vulnerable communities

The rates of asthma are disproportionately high within the Māori and Pacific communities, with large numbers of children admitted to hospital with asthma every year. 38% of total respiratory attributed deaths in NZ are from Māori descent, followed by 28% for Pacific descent. Unhealthy living conditions and poverty are both major contributing factors to these statistics.

To address these disparities, the Foundation prioritises engagement with these communities, and as part of this activity has recently initiated the translation of key health resources into both te reo Māori and Pasifika languages.





## NZ Respiratory Conference

The 2023 New Zealand Respiratory Conference (NZRC) will be held in November 2023. The theme for this event is 'Leading the Way for Change' and will include topical presentations on respiratory illnesses, healthy housing, air quality research, COVID, vaping and e-cigarettes and health equity. These presentations translate the latest research and findings to promote clinical best practice and wrap around care for those with respiratory illnesses.

## Clinical best practice training

The Asthma and COPD Fundamentals e-learning course is a online course for health professionals consisting of four digital modules covering asthma and COPD diagnosis, management, and treatment as well as how to implement health literacy and cultural awareness into health practices.

The course runs in collaboration with Whitireia's continuing professional development programmes and is available all year round for health professionals to enrol. Over the past two years, approximately 150 healthcare professionals have completed the eLearning series.

Additional to the e-learning series, the Foundation has also developed classroom-based Masterclasses, where healthcare professionals are trained in the practical elements of asthma and COPD best practice.

## Supporting local asthma societies

Regional asthma societies across New Zealand provide friendly, specialised support, information and resources to assist people with respiratory disease to manage their health including rehabilitation and nursing assistance.

The Foundation regularly collaborates with these societies, and provides free printed health resources, and collaborates on best practice training opportunities for nursing staff.

There are currently 16 asthma societies supporting communities in New Zealand from Kaitiaki to Invercargill.



The poster features the text 'NZRC' in large, bold, dark blue letters at the top. Below it, 'New Zealand Respiratory Conference' is written in a smaller, dark blue font. The dates 'Te Papa, Wellington 16-17 November 2023' are displayed in white and dark blue. A stylized, teal-colored graphic of a traditional Māori haka hongi (a curved, spiral-shaped object) is positioned on the left side, partially overlapping the text. At the bottom, the slogan 'LEADING THE WAY FOR CHANGE' is written in white, bold, uppercase letters. Below the slogan is the logo for the Asthma + Respiratory Foundation NZ, which includes a stylized white icon of a person's head and shoulders and the text 'Asthma + Respiratory FOUNDATION NZ' in dark blue and white.

# OUR WORK

Advocating for the needs of Kiwis with respiratory disease



## National awareness campaigns

Each year, the Foundation focuses on three key awareness campaigns to help raise vital funds for the Foundation and increase awareness for respiratory disease in New Zealand. These campaigns include, World Asthma Day, Breathe Better September, and World COPD Day.

World Asthma Day is an annual global awareness day that falls on the second Tuesday of May. To celebrate this, we provide a nationwide education campaign focusing on increasing asthma awareness for children and families, with hundreds of schools and organisations getting involved each year.

Breathe Better September, is the Foundation's largest awareness campaign that runs throughout the month of September. The campaign encourages all Kiwis to show their support for better breathing and healthy lungs by 'Stepping Up' and to set an active Better Breathing Challenge to improve their own respiratory health.

World COPD Day is an international awareness day that falls during the third week of November, with the aim to increase awareness around chronic obstructive lung disease (COPD) which affects approximately 15% of New Zealand adults over 40 years of age.

Despite having a great impact, the disease is woefully undiagnosed and campaigns such as World COPD Day are vital in raising awareness amongst this demographic.

## Enacting policy change

The Foundation takes an active role in advocating to the Government to implement a national respiratory health policy, and is an active voice in supporting smokefree and vape-free initiatives, and healthy homes legalisation.

## NZ Respiratory Achievers Awards

The NZ Respiratory Achievers Awards celebrate New Zealanders who have achieved success in their lives, despite their respiratory health conditions, as well as recognising those who helped them get there. The next event will be held in February 2023.

These awards are a great way to show New Zealand that people with respiratory conditions are more than just their illness, and to inspire others not to feel limited by their respiratory condition.

## International ties

The Foundation is partnered with various organisations and bodies to raise the profile of respiratory disease both nationally and globally. These include partnerships with both GARD (Global Alliance Against Respiratory Disease) and GINA (Global Initiative for Asthma).

# OUR WORK

Supporting and developing respiratory research

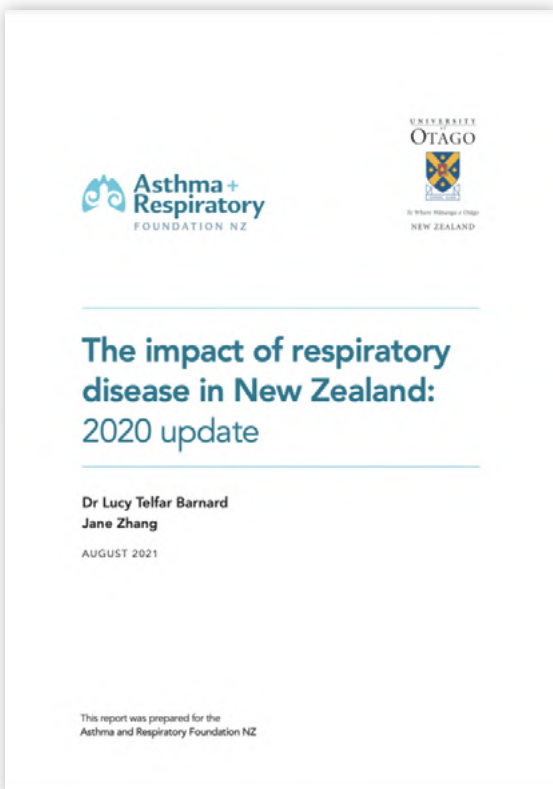
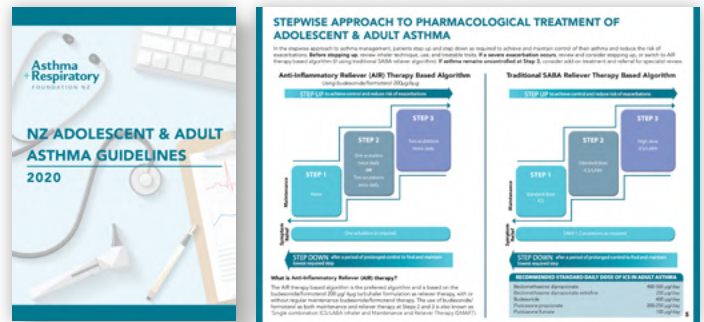
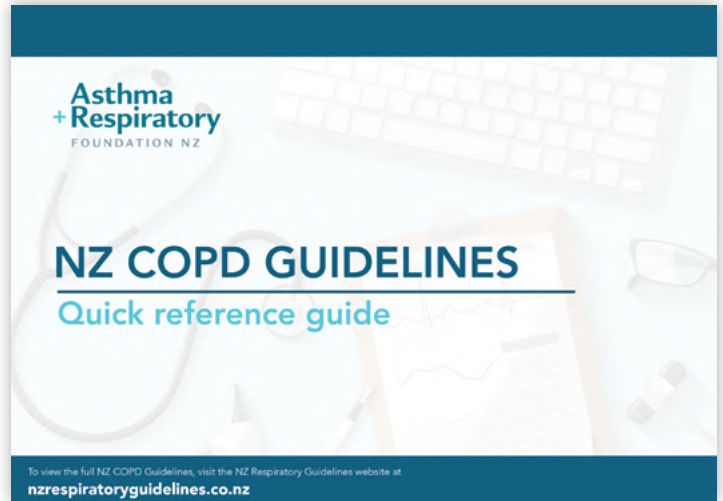
## National NZ Asthma & COPD Guidelines

The Foundation were the first in creating a national framework for the diagnosis, treatment and management of asthma and COPD in New Zealand with the NZ Asthma and COPD Guidelines.

These documents lay out clear recommendations for health professionals treating patients with respiratory disease and aim to create a standardised system of care to ultimately improve respiratory health outcomes for all New Zealanders.

The NZ Asthma Guidelines were recently updated in 2020 to align with the latest research in asthma treatment, and represent the biggest change to asthma management in thirty years.

In 2021, the Foundation also published New Zealand's first-ever COPD guidelines, providing health professionals in New Zealand a foundation for clinical best practice when treating COPD.



## The Impact of Respiratory Disease report

The Impact of Respiratory Disease in New Zealand report is a biennial report providing the largest body of ongoing respiratory research in New Zealand. The findings provide a basis for our national respiratory statistics, and is derived from patient discharge data from regional District Health Boards.

Six indicators are assessed for the report, including asthma, bronchiectasis, childhood bronchiolitis and pneumonia, chronic obstructive pulmonary disease (COPD), and total respiratory disease.

## Providing an online research portal

Alongside our own research, the Foundation provides a free online research portal on our website to collate ongoing peer-reviewed research in the respiratory space from across the globe.

This resource is used frequently by health professionals and the media in providing the latest in respiratory research findings and developments.



# OUR CHANNELS

How we reach our community

## ARFNZ Website

The Foundation has a vast database of respiratory related information on our extensive website. This content includes:

- Factsheets on various respiratory conditions
- Promotional material on upcoming campaigns
- Downloadable health resources
- Latest research and news on relevant topics

## Better Breathing Magazine

Better Breathing magazine is a 16-page quarterly magazine published seasonally to subscribers across multiple segments including; health professionals, business owners, asthma societies, government offices, donors, and those who live with asthma and allergies.

Better Breathing Magazine aims to educate the public about asthma and other respiratory conditions, as well as provide updates on the work done in that space, and promote methods or products on how to better manage these conditions.

- Over 4,500 issues printed each run
- Distributed every March, June, September, and December
- Digitally distributed through Issuu with over 9,000 impressions, and 2,500 reads in the last six months.

## Social Media

The Asthma and Respiratory Foundation has a wide-reaching presence across all major social media platforms, with a combined social media following of more than 14,000. These profiles include:

- Facebook
- Instagram
- Twitter
- LinkedIn
- Youtube

## E-Newsletters

The Asthma and Respiratory Foundation publishes regular e-newsletters throughout the year to three key segments:

- Respiratory Community Updates
- Education Provider Updates
- Health Professional Updates

These e-newsletters are published every 3 months and are well received by the subscribers.

**337,200**

Pageviews on the ARFNZ website in the last 12 months

**4,500**

Print runs of Better Breathing Magazine every issue

**15,500**

Total social media following across all channels

**8,000**

Total subscribers to the Foundation's e-newsletter database

**33,787**

Total opens of ARFNZ e-newsletters in the last 6 months (40% open rate)

Winter 2023

# Better Breathing

**PROTECT YOUR RESPIRATORY HEALTH IN THE WORKPLACE**  
What you can do if you're worried about your lung health at work.

**World Asthma Day 2023**

**New Zealand Respiratory Conference**  
Te Pahi, Wellington  
16-17 November 2023

**ASTHMA IN NEW ZEALAND SURVEY FINDINGS**

**Heavy metal belongs in your ears, not your lungs**  
**Don't "blow it out"!**

Be in to WIN with our vaping education poster challenge!

**Asthma Emergency Kit**

**UNDERSTANDING BIOLOGICS: a new type of asthma medication**

**Cough and continence**  
Respiratory physiotherapist Zoe Manderson explains the causes of stress incontinence and what can be done about it.

Asthma + Respiratory FOUNDATION NZ

Autumn 2023

# Better Breathing

**UNDERSTANDING SPIROMETRY**

**CELEBRATING WOMEN IN RESPIRATORY SCIENCE**

**DYSFUNCTIONAL BREATHING**  
Zoe Manderson explains how dysfunctional breathing affects breathlessness

**ASTHMA IN NZ SURVEY: HELP US LEARN MORE**  
and be in to win 1 of 5 \$500 Prizy Cards

**MEET THE WINNERS FROM THE NEW ZEALAND RESPIRATORY ACHIEVERS' AWARDS**

**Air quality in New Zealand**  
We speak to expert Dr Guy Coulson to find out more about New Zealand's air quality and how we can improve the air in our homes.

Asthma + Respiratory FOUNDATION NZ

Summer 2022

# Better Breathing

**CANBREATH CELEBRATES 50 YEARS**

**50**

**MANAGING BREATHLESSNESS**  
ZOE MANDERSON EXPLORES THE BENEFITS OF PULMONARY REHABILITATION CLASSES

**YOUR COPD QUESTIONS ANSWERED**

**TOP TIPS FOR SUMMER**

**GET TO KNOW YOUR ASTHMA MEDICATIONS**

**My breathing story**  
Ollie Bell and his mum Kelly share their story with asthma and how help from his local respiratory nurse changed his life.

Asthma + Respiratory FOUNDATION NZ

Spring 2022

# Better Breathing

**TOP TIPS FOR SPRING**

**NZ RESPIRATORY ACHIEVERS AWARDS**  
Presented by C.J. Gardner

**Breathe Better**  
September joins forces with Brett Fairweather

**YOUR ASTHMA QUESTIONS ANSWERED**

**UNDERSTANDING PRESCHOOL WHEEZE**  
We offer answers and advice to managing this common condition.

**MANAGING STRESS & ANXIETY**

**Managing Breathlessness**  
Respiratory physiotherapist Zoe Manderson shares tips for dealing with breathlessness while exercising.

Asthma + Respiratory FOUNDATION NZ



# HOW YOU CAN GET INVOLVED

Being a Friend of the Foundation means you will be contributing to these vital projects, all while receiving recognition for your support



## Opportunities for collaboration

We will work with you at the start of the sponsorship to create an activation plan. This enables our Sponsors to be able to plan out the year in order to maximise the return on investment from the sponsorship. Throughout your sponsorship there will be multiple opportunities to collaborate with ARFNZ across both online and offline channels to showcase your support for the Foundation to a wide audience.



## Nationwide recognition

Your organisation's branding will be on ARFNZ communications including, our website, email communications, and annual report. Gold and Silver Sponsors will also receive dedicated editorial space in our 'Better Breathing' quarterly magazine. There is also opportunity to collaborate on nationwide public relations activity regarding a joint campaign or initiative, or other relevant news.

## Use of the Friends of the Foundation sponsor logo

As a Friend of the Foundation you will have the right to use the trademarked Friends of the Foundation sponsor logo on all online channels such as your website, social media, and e-newsletters – showcasing your support for the Foundation to your customers and stakeholders. Gold Sponsors have this extended to print media such as flyers, newsletters and other printed marketing collateral (NB: printed media excludes packaging).





# Friends of the Foundation Sponsorship Levels

Sponsorship Includes	Gold \$20,000 +GST	Silver \$10,000 +GST	Bronze \$5,000 +GST
Friends of the Foundation framed sponsorship certificate	✓	✓	✓
Listing on the dedicated Friends of the Foundation web page on ARFNZ site with Sponsor's logo, description, and link to Sponsor website	✓	✓	✓
Sponsor's logos featured on ARFNZ external communications (e-newsletters, Better Breathing Magazine, and annual report)	✓	✓	✓
Right to use Friends of the Foundation Sponsor logo on Sponsor's website and digital channels	✓	✓	✓
One collaborative press release per year on either a joint campaign or initiative, or other relevant news.	✓	✓	✓
Opportunity to collaborate with ARFNZ social media activity (Facebook, Instagram, LinkedIn, Twitter)	✓	✓	✓
Quarterly check-ins between ARFNZ and Sponsor throughout sponsorship period	✓	✓	✓
Dedicated full-page Sponsor story or advert in our quarterly Better Breathing magazine. Stories are also republished within our 'Respiratory Community News' e-newsletter, social media channels, and 'news' section of the ARFNZ website. NB: twice a year for Gold, and once a year for Silver	✓	✓	
Friends of Foundation Sponsor branding can be used on Sponsor's printed marketing materials e.g posters, newsletters, printed flyers etc	✓	✓	
Dedicated blog/vlog from ARFNZ CE regarding sponsorship and/or related campaign or initiative	✓		
Inclusion of printed Sponsor collateral at ARFNZ attended events where relevant	✓		
Exhibitor stand and/or registration for two attendees at the NZ Respiratory Conference and NZ Respiratory Achievers Awards (NB: Biennial)	✓		

# OUR SPONSORS

Meet some of our Friends of The Foundation whānau



## **G.J. Gardner**

G.J. Gardner Homes has come on board as the Foundation's first ever Platinum Sponsor.

G.J. Gardner Homes care about the health and wellbeing of New Zealanders, and welcome the opportunity to partner with the Foundation to help us fulfil our mission of improving the lives of Kiwis living with respiratory conditions.



## **Dyson**

Dyson share the Foundation's vision of creating a healthier home for New Zealanders.

All Dyson purifiers combine sealed 360° activated carbon and HEPA filters. They remove gases and 99.5% of airborne particles, including allergens as small as 0.1 microns.



## **DVS**

DVS is a new addition to our Friends of the Foundation programme, sharing the Foundation's vision that all homes should be healthy and comfortable while at the same time being socially responsible.

DVS Home Ventilation Systems work to reduce exposure to asthma triggers and their subsequent symptoms, controlling condensation and excess mould in your home, while saving you money by reducing electricity and home maintenance costs.



## **Pulse Energy**

Pulse Energy is a 100% community owned energy company that provides electricity, gas and broadband services to over 85,000 homes throughout New Zealand. Pulse Energy is committed to providing support to local communities throughout the country to provide warmer, drier homes. In 2020, Pulse Energy created the Pay it Forward Programme, a joint initiative between Pulse and their customers. The Pay it Forward Programme helps customers experiencing energy hardship. Pulse believes in transparency and offering product choices tailored to meet all customers' needs. The Pulse team are proud to partner with the Asthma & Respiratory Foundation.





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# MAKING IT HAPPEN

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## Every great relationship starts with a conversation.

Interested in joining the programme? Have a conversation with our team about how your organisation can get involved, and in doing so, improve the lives of New Zealanders who live with respiratory disease.

Te Hā Ora  
The breath of life






# Nā tō rourou nā tōku rourou, ka ora ai te iwi

- With your food basket  
and my food basket,  
the people will thrive

- Māori whakatauki (proverb)





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