

THE HERE FOR GOOD GOOD FOUNDATION INC

FOUNDATION SPONSOR
PROSPECTUS · 2026

Breaking cycles. Building hope.

Supporting generational change in domestic abuse, through education, celebration, and community empowerment across Australia.



40+

Volunteers United



35+

Heros nominated



\$674M

Govt Pledged to
tackle DA

ACNC Registered Charity · hfgf.org.au

Together, we can break the cycle in one generation.





“ A Note from the Chair

Back in 2018, when we founded The Here for Good Foundation, it came from a deep concern for those suffering behind closed doors and feeling unseen, unheard, and unsupported.

We noticed there was a gap in the conversation. We often hear survivor stories, and they are incredibly important, but we rarely talk about the systems, prevention, and education that could stop the cycle before it begins.

That realisation became central to everything we do: supporting those in crisis, while working upstream through advocacy, partnerships, and awareness to create lasting change. We are a prevention-focused organisation, committed to shifting attitudes and amplifying the quiet champions already doing extraordinary work in our communities.

One of the most powerful reflections of this is the Hunt for a Hero Awards. What began as a simple idea has grown into something far more significant – an emerging platform that recognises grassroots leadership and shines a light on those driving change every day.

This prospectus is an invitation – to be part of that growing movement. Whether through sponsorship, partnership, volunteering, or advocacy, your support helps us expand our reach, strengthen our programs, and continue building momentum behind initiatives like the Hunt for a Hero Awards.

Together, we can break the cycle in one generation.

We've all got this if we stand together.

Marina Pullin

Chairperson & Founder, The Here for Good Foundation Inc.



Education. Advocacy. Community.

The Here for Good Foundation Inc. is a national community organisation dedicated to reducing domestic abuse through awareness-raising, education, and the celebration of community champions.

What We Are



An ACNC-registered, volunteer-led charity working upstream on domestic abuse prevention through education, awareness, and community empowerment across Australia. Every dollar goes towards the cause.

What We Do



We design and deliver unique peer-driven programs – including the national Hunt for a Hero Awards, Men’s Learning Circles, and Small Business Workshops. Empowering our community with positive change.

Why It Matters









Domestic abuse costs Australia over \$26 billion annually. Prevention is our most powerful tool, and communities that are informed, engaged, and connected are better equipped to break the cycle.

Our Reach



Nation-wide, with strong roots in South Australia. We work with change makers, frontline workers, businesses committed to change, and volunteers across metropolitan and regional communities.

CORE PRINCIPLES

-  Prevention-first – change attitudes before crisis hits
-  Community voice at the heart of everything we do
-  Celebrating unsung heroes who hold communities together
-  Men as active allies and agents of positive change
-  Accessible, high-quality information for all Australians
-  Volunteering and community involvement matters



Mission, Vision & Values



Mission

To reduce domestic abuse across Australia through community education, awareness, and by empowering individuals to break the cycle — ensuring safety, dignity, and hope are rights, not privileges.



Vision

A society free from domestic abuse where every Australian can live with dignity, safety, and hope. We are building generational change, one community at a time.

Compassion · Courage · Community · Integrity · Advocacy · Sustainability



Compassion

We centre united voices and dignity in everything we do, from the way we talk about domestic abuse to the way we design our programs.



Courage

We name the issue clearly, challenge harmful attitudes, and celebrate those who speak up when it would be easier to stay silent.



Community

We believe in the power of peer-to-peer social change — people supporting people, heroes recognising heroes.



Integrity

We use evidence-based, high-quality information from organisations and experts working at the frontline every day.



Advocacy

We amplify systemic solutions, support Royal Commission recommendations, and actively engage government and business.



Sustainability

Our programs are designed for long-term behaviour change — not just one-off awareness moments.

Join Community

Recognise our Heroes.
Create Real Change.

The Hunt for a Hero Awards celebrates individuals quietly driving change in our communities.



5

Categories
of Awards



6+

Years of
Hero Awards



2018

First Awards
in Adelaide



National

Reach Across
Australia

Together, we can break the cycle in one generation.

Where your support goes to work



The Hunt for a Hero Awards

Annual Celebration of Community Response

Elevating the unsung community heroes nominated by peers. Each event raises awareness, builds community pride, and creates powerful media moments.

Cost to deliver: \$28,000 p.a.

Primary Naming Rights: \$8,900 | Secondary: \$5,000



Men's Learning Circles

2026 Program — Facilitated — Prevention-Focused

Safe, non-judgmental spaces for men to explore domestic abuse, build emotional resilience, and become healthier members of their communities.

Cost to deliver: \$20,000 p.a.

Naming Rights: \$4,500 | Minor Sponsor: \$1,500



Small Business Workshops

On-Request — Workplace Education

Expert speakers visit businesses to keep the conversation alive. Many disclosures happen to trusted colleagues — educated workplaces save lives.

Cost to deliver: \$5,000 p.a.



Community Advocacy

Ongoing — Government & Partners

Supporting the Pay Your Respects Vigil, partnering with expert agencies, and uniting 100+ volunteers through shared purpose.

Cost to deliver: \$8,000 p.a.



Invest in change & become Prevention Partner Partner



Gold Partner

\$5,000 – \$9,999 per annum

Demonstrate meaningful community leadership.

- Naming Rights Sponsorship of Hunt for a Hero Event or Men's Learning Circles
- Brand placement across events and digital channels
- Inclusion in impact reporting and social media campaigns
- Team volunteering opportunities and staff invitations
- Primary speaking spot at events
- Logo displayed on LinkedIn and website



Silver Partner

\$2,000 – \$4,999 per annum

Support real change at a community level.

- Brand recognition at Hunt for a Hero Event — Oct 2026
- Speaking spot and Award Naming Rights (5 packages available)
- Invitations to Foundation events
- Staff volunteering opportunities
- Certificate of partnership & appreciation
- Logo displayed on LinkedIn and website



Bronze Partner

\$500 – \$1,999 per annum

Join the movement for safer communities.

- Acknowledgement on website and selected materials
- Social media recognition
- Certificate of partnership & appreciation
- Invitation to attend foundation events



In-Kind & Small Business

Flexible — value matched

Contribute what you do best.

- Recognition aligned to equivalent value
- Strong local business storytelling opportunities
- Brand recognition and certificate of partnership
- Examples: donated goods, event support, pro bono expertise



Trusted Leadership. Transparent Stewardship.

Governed by an experienced volunteer Board of Directors and Expert Advisors, committed to sound governance, integrity, and transparent financial management under the ACNC framework.

2025 BOARD OF DIRECTORS & EXPERT ADVISORS

Name	Role	Expertise
Marina Pullin	Chairperson & Founder	Foundation creator · DA awareness advocate
Alex Conway	Deputy Chairperson	Strategic leadership · Governance
Rhia Daniel	Communications Director	Media relations · Content strategy
Victoria Kardasis	Grants & Fundraising Director	Grant writing · Funding strategy
Peter Habel	Community Projects Director	Program delivery · Volunteer coordination
Sharon Nelson	Strategic Advisor	DA sector expertise · Strategic direction

ACCOUNTABILITY FRAMEWORK



ACNC Registered

Full compliance with Australian Charities and Not-for-profits Commission



Annual Reports

Published publicly at hfgf.org.au/annual-reports



Evidence-Based

Grounded in quality information from expert frontline partners



Full Transparency

All programs, partnerships, and outcomes shared openly online

The Here for Good Foundation Inc is a proud member of the Australian community services sector. Every dollar donated is managed with care and fully directed toward community programs, education, and awareness with every supporter individually acknowledged.





Why your partnership matters right now

In 2025, the South Australian Government pledged \$674 million over 10 years in response to the Royal Commission into Domestic, Family and Sexual Violence. Community organisations like HFGF are critical to ensuring that investment reaches real people – and that prevention stays at the centre.

WHAT SETS US APART

01 Prevention Over Reaction

HFGF works upstream – changing attitudes before crisis hits. Every \$1 invested in prevention saves an estimated \$8 in downstream costs.

02 Grassroots Credibility

Volunteer-powered and community-led. Our programs are trusted, attended, and genuinely embedded in the communities they serve.

03 National Momentum

With strong roots and growing national ambitions, HFGF offers partners a compelling community story with real reach.

04 Genuine Reciprocal Value

Every supporter is individually managed. Meaningful brand exposure, community access, and ESG-aligned storytelling.

PARTNER BENEFITS

Brand Alignment

Associate your name with one of Australia's most urgent social priorities.

ESG Credentials

Meet gender equity and community impact reporting requirements.

Workplace Engagement

Free speaker sessions for your team to build a proud, aware culture.

Impact Reporting

Detailed reports showing social return – ready for annual reports and ESG.



GET INVOLVED

There's a place for everyone



Corporate Sponsorship

Structured packages from \$500 (Bronze) to \$5,000+ (Gold) with naming rights, event presence, and ESG-ready reporting.

crew@hfgf.org.au



Donate

Individual donations support our programs directly – from funding a Men's Learning Circle to supporting the Hero Awards.

hfgf.org.au/donate



Membership

Join a growing community committed to ending domestic abuse. Connect with events, updates, and the HFGF network.

hfgf.org.au/membership



Volunteer

Join 100+ volunteers united by doing good. Opportunities across events, admin, advocacy, and program support.

hfgf.org.au/volunteer

YOUR NEXT STEP — AS SIMPLE AS 1-2-3-4

1

Reach Out

Email or call our team

2

Explore

We find the best fit

3

Commit

Simple terms & pledge

4


Impact

Support reaches community


Let's break the cycle. Together.


Get in touch – whether you're a supporter, partner, volunteer, or community member with an idea. We'd love to hear from you.

CONTACT US

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 www.hfgf.org.au

QUICK WAYS TO SUPPORT

 hfgf.org.au/donate

 hfgf.org.au/become-a-sponsor

 hfgf.org.au/volunteer-opportunities

 hfgf.org.au/membership

FOLLOW US

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If you or someone you know is in immediate danger, please call 000.

1800RESPECT: 1800 737 732

DV Crisis Line: 1800 800 098

Men's Referral Service: 1300 766 491

