



**+ SURVIVAL™**



Rated the # 1 Family First Aid KIT by CHOICE® experts in 2022

# FOR FUNDRAISING YOUR CAUSE

A Fundraising Program by **+ SURVIVAL™**

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# ABOUT THE **SURVIVAL**<sup>™</sup> FUNDRAISING PROGRAM

Is your school, organisation, club or charity in need of equipment? Maybe you have a special event, an asset wish list or a cause you'd love to support. Allow SURVIVAL to assist!

**SURVIVAL's Fundraising Program** is an innovative cash return program that allows participants to receive generous revenue rewards towards their cause or purchase goals.

We've created a resourceful way to receive cash rewards while helping you to distribute vital First Aid KITs & the "Be Prepared" message.



## BE READY FOR ANY EMERGENCY

Your family & loved ones  
will be ready in the  
event of an emergency



## CASH FOR A CAUSE

For every eligible KIT  
purchased, participants  
receive 15% cash back



## SAVINGS FOR SUPPORTERS

15% discount off RRP  
for your fundraising  
supporters



## COMPLIMENTARY FIRST AID KITS

Be rewarded for your  
efforts.



## LIVE TALLY UPDATES

Visualise the  
fundraising tally  
in real time



## SPREADING THE MESSAGE OF FIRST AID

Help encourage  
safety & security in  
your community

\*conditions apply

FULL MARKETING PACKAGE INCLUDED - Print media and social assets supplied



# ABOUT SURVIVAL?

An Australian-based family business, SURVIVAL is a leading innovator in first aid emergency solutions. Founded in 1988 by twin brothers Jerry and Tim Tyrrell in response to personal tragedy, SURVIVAL's mission is to offer safety and security to every individual around the globe.



## MORE ABOUT OUR STORY

Beginning over 34 years ago with a First Aid Emergency Handbook - which won an Australian Design Award and sold over two million copies worldwide - SURVIVAL has since developed a full range of pioneering first aid products and recently released the latest version of its iFirstAid app.

Over the past three decades, SURVIVAL has given away more than 50,000 First Aid KITS and educated countless individuals in proper first aid practices to support its mission of creating a safer world for us all.

We know that accidents happen, but no one knows when they will occur.

We want to spread our core message of "**BE PREPARED**" far and wide to ensure that everyone can be as prepared as possible for an emergency.



TRUSTED BY  
**60,000+**  
CUSTOMERS



**9,800+**  
REVIEWS



**LEADERS**  
OF FIRST AID  
INNOVATION



# ABOUT THE PERKS



What's **unique** about the **SURVIVAL Fundraising Program** is that we offer generous cash rewards and special discounts for your supporters.

For every **SURVIVAL** First Aid KIT purchased, your school, association, club, or charity will receive a **15% cash return** on the purchase price, and your supporters will receive a **15% discount off** our recommended retail price (RRP).

By joining the Program, not only can you raise much-needed funds, but when you do, you'll be confident knowing your community, family & loved ones are protected with a **CHOICE® 2022 # 1 rated First Aid KIT**.



We'll assign a Fundraising Program Lead to assist with your campaign. A fundraising page dedicated to your goals will be created, showcasing your branding and inspirational words of action to help achieve your goals.

It's also the place where supporters can easily make their purchases and receive their 15% discount.

Want to know how far you are from your fundraising goal? No problem! You and your supporters can see your fundraising tally in real-time, anytime.

Program participants also have the opportunity to be rewarded for their efforts. Receive up to two complimentary\* **SURVIVAL Workplace PLUS First Aid Bundles, VALUED AT \$419.90** (conditions apply).

A welcomed bonus - we'll take care of all the logistics and distribution of the KITs—no more collecting money or wasting time distributing, gathering and tracking goods.



## WATCH YOUR TALLY GROW IN REAL TIME

We all love seeing progress of our fundraising efforts! Through your fundraising page, participants and supporters will be able to watch the fundraising tally grow, in real time.

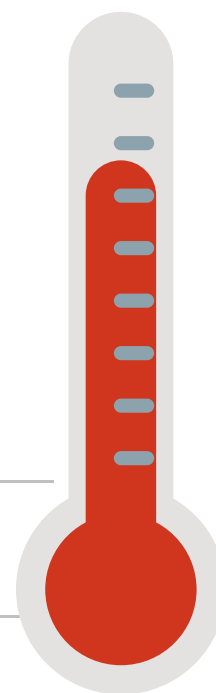
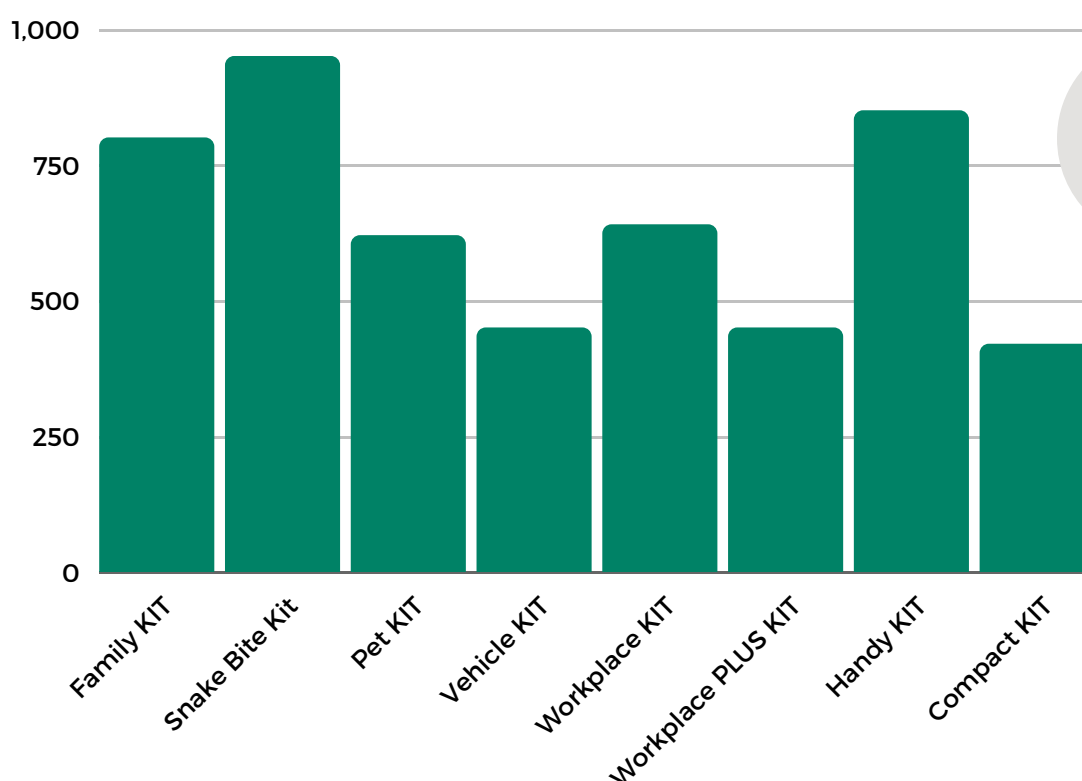


# EARNING OPPORTUNITIES



You have the freedom to set your fundraising goal, and we'll create your dedicated fundraising page accordingly.

For every First Aid KIT purchased, you will receive a 15% cash return on the purchase price, **AND** your supporters will receive an exclusive 15% discount.



## EARNING EXAMPLES:

The local school wants to raise \$2000 to purchase new equipment for therapeutic play. The school will achieve their fundraising goal if supporters purchase 90 Family First Aid KITs. IT'S AS EASY AS THAT!



OR

Supporters could purchase 50 Family First Aid KITs and 50 Pet First Aid KITs to achieve the school fundraising goal of \$2000 CASH.

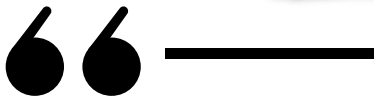


# ABOUT THE FIRST AID KITS

We are proud to lead the way in first aid design at SURVIVAL. Designed in Australia by leading first aid experts, the colour-coded labelling systems allow easy identification of first aid contents, making it **quicker** and **easier** to respond to any emergency.

When participating in the SURVIVAL Fundraising Program, you and your supporters will have access to a selection of our most popular First Aid KITS. We've diligently selected a variety of KITS to ensure safety and security no matter what the emergency.

**Don't forget the important part. With every purchase, your supporters will receive an exclusive 15% discount, and your school, club or association will receive a 15% cash reward.**



**Extremely good quality and setup. Highly recommend!**

*"By far the best set up First Aid kits I have ever bought, extremely well thought out, and have the ability to quickly find the items you require. Easy to see when items are used and what is missing when needing to top up. Very good quality and service from Survival. I would not hesitate to recommend these kits to anyone who needs a comprehensive well set out kit".*

Michael B, verified buyer

**Awesome first aid kits!**

*"Compact kits with tonnes of essential inclusions. Everything you need for your family for every bump or incident at fingers reach. All labelled, the design of these kits are fantastic. They are setup with everything and have you covered! Highly recommend. Excellent for travelling. Thank you!"*

Kirra J, verified buyer




# READY TO FUNDRAISE WITH SURVIVAL?



**Get ready!!**

**It's time to learn about the First Aid KITS your supporters will love!**

These KITS will be part of your fundraising event. Remember, the more KITS purchased by your supporters, the higher your fundraising reward!

KIT	RRP	Your Supporters Pay (15% discount)	Your cash reward (15%)
<u>SURVIVAL Workplace PLUS</u> First Aid KIT	\$209.95	\$178.46	\$26.77/KIT
<u>SURVIVAL Family/Workplace</u> First Aid KIT 	\$179.95	\$152.96	\$22.94/KIT
<u>SURVIVAL Ocean Warrior First</u> <u>Aid KIT (with Tourniquet)</u>	\$174.90	\$148.66	\$22.30/KIT
<u>SURVIVAL Pet</u> First Aid KIT	\$139.95	\$118.96	\$17.84/KIT
<u>SURVIVAL Vehicle</u> First Aid KIT	\$129.95	\$110.46	\$16.57/KIT
<u>SURVIVAL Snake Bite</u> First Aid KIT	\$84.95	\$72.21	\$10.83/KIT
<u>SURVIVAL Handy</u> First Aid KIT	\$84.95	\$72.21	\$10.83/KIT
<u>SURVIVAL Compact</u> First Aid KIT	\$49.95	\$42.46	\$6.37/KIT
<u>SURVIVAL Wallet</u>	\$19.95	\$16.96	\$2.54/wallet
<u>SMART Bandage (Snakes &amp;</u> <u>Funnel Webs)</u>	\$19.95	\$16.96	\$2.54/bandage

# NEXT STEPS TO **FUNDRAISE** **WITH SURVIVAL**



**It's easy to start fundraising with SURVIVAL, and we want to make your decision to participate a no-brainer.**

Here's what to do:

**Step 1:**

Fill in the Survival Fundraising Program Expression of Interest (EOI) Form, and tell us about your fundraising goal.

## **THEN, LEAVE IT TO US!**

Survival will help with the rest. We'll assign our Fundraising Program Lead to get your fundraiser set up and help throughout your fundraising journey.

After all, your success means we have achieved SURVIVAL's mission of spreading first aid and the message of preparedness to the community.

### **WANT MORE?**

Visit our [website](#) to learn why our innovative first aid solutions are trusted by families, workplaces and communities worldwide.

Connect with SURVIVAL's Fundraising Program Lead  
[fundraising@survival.net.au](mailto:fundraising@survival.net.au)

Learn more about the opportunities of the  
**[SURVIVAL Fundraising Program and apply!](#)**