



Meals on Wheels™
Queensland

Join us as a *Partner Who Cares*

Together we can deliver
More than Just a Meal™



ABOUT MEALS ON WHEELS QUEENSLAND

For almost 70 years, **Meals on Wheels Queensland** has been a trusted part of community life.

We deliver More than Just a Meal™ - we bring connection, care, and independence to thousands of people across Queensland. Partnering with us aligns your brand with a legacy of compassion and community impact, building stronger and more connected communities.

The **Partner Who Cares Program** unites purpose-driven organisations that power this mission through collaboration, recognition, and shared commitment to nourishing lives and strengthening communities.

2.9 MILLION MEALS DELIVERED ANNUALLY



6,327
VOLUNTEERS

23,755
CLIENTS

140 LOCATIONS



WHY PARTNER WITH US

Create
impact

with purpose

Align your
brand

with care

Partner
for results

that matter

EVERY MEAL TELLS A STORY

After Mum died, we had to rethink our plans for Dad who was living with his grief and his memories of Mum all inside the family home.

Dad wasn't frail but he was vulnerable, as his cognitive capacity was in decline. Meals on Wheels was the first organisation we thought of as a means to ensure he received a fresh meal daily and equally if not more importantly for the family was someone to knock on the door and make sure he was okay.

The volunteers of Meals on Wheels Sunnybank Salisbury were so patient and caring for Dad that it still brings a tear to my eye. They would call when they thought there was an issue, and they would celebrate his birthday and all the other key dates on the calendar.

Meals on Wheels has a special place in our hearts and in the communities and let it be so for years to come.

WAYS TO WORK WITH US

PREMIUM PARTNER

Be recognised as a flagship state-wide partner with high visibility across digital, print, media, and event channels strengthening your brand reputation and community trust.

COMMERCIAL PARTNER

Grow your reach and revenue by partnering with our trusted statewide network, unlocking joint promotions and preferred supplier opportunities that boost visibility and commercial results.

HARDSHIP FUND SPONSOR

Align your brand with compassion and genuine social impact, sharing powerful stories that showcase leadership in care and community responsibility.

VOLUNTEER SPONSOR

Showcase your organisation's values in action through hands-on community involvement and visible recognition.





COMMERCIAL PARTNER

Show your business values in action as a Commercial Partner supporting Meals on Wheels Queensland.

Connect your brand with a trusted community service and gain recognition through collaborative marketing campaigns with state-wide visibility across the Meals on Wheels network.

WHY PARTNER

As a Commercial Partner, your business aligns with one of Queensland's most respected community organisations. Together, we'll build awareness and engagement across Member Services and the wider network, demonstrating shared values of care, trust, and community support. Your partnership highlights your brand's commitment to purpose-driven business and strengthens your profile through meaningful collaboration.

YOUR PARTNER BENEFITS

Brand visibility

- Logo and partnership recognition on website.
- Two social media features annually.
- Half-page advertisement in three editions of Custos magazine.
- Use of the Partner Who Cares: Commercial Partner logo.

Collaborative marketing

- Quarterly marketing planning with support from the Meals on Wheels Queensland team.
- Business listing with links and downloadable flyers on the Member Portal.
- Featured strategically in weekly member EDM.
- Featured strategically in monthly supporter EDM.

Network engagement

- Invitations to events and briefings.
- Staff volunteering and corporate giving opportunities.
- Opportunities to connect with key stakeholders across the network.

INVESTMENT

Investment is by negotiation and may include a combination of sponsorship, product or service rebates, and marketing support tailored to your business objectives.

ADVERTISE WITH US (2026 RATES)

OVERVIEW

Meals on Wheels Queensland provides a trusted platform to reach an engaged, state-wide audience.

Through print and digital channels, your brand can connect directly with Members, volunteers, and supporters active in their communities every day. Our advertising options help you build awareness, credibility, and engagement with one of Queensland's most recognised networks.

WHY ADVERTISE WITH US?

- Engage a highly trusted, community-focused audience.
- Combine print and digital visibility for maximum exposure.
- Strengthen your brand reputation and community leadership.

ADVERTISING OPPORTUNITIES

Channel	Audience and reach	2026 rates (excl. GST)
Custos Magazine	Three issues per year to 142 service locations, read by staff and volunteers. Connect with service leaders and decision-makers through a trusted print channel.	• Inside Front or Back Cover - 3 issues = \$800 • Inside Front or Back Cover - casual = \$300 • Full page - 3 issues = \$675 casual = \$250 • ½ page - 3 issues = \$450 casual = \$175 • ¼ page - 3 issues = \$325 casual = \$125
Friday Fast Facts Member EDM	The must-read weekly email to Weekly emails to decision-makers across all Meals on Wheels member services. Maintain regular visibility with committees, coordinators and managers.	• Banner placement (top or mid): ◦ \$70 per week OR \$250 per month OR \$650 per 3 months. • Feature article / advertorial: \$250 per edition.
Friends of Meals on Wheels Queensland Newsletter	Monthly EDM to 7,000+ volunteers and supporters. Engage directly with the heart of Meals on Wheels, its passionate community members.	• Banner advertisement: \$250 per issue
Website – Member Portal advertising	Feature your brand on the portal, regularly accessed by all members for resources, updates, and news. Maintain consistent brand presence on a trusted state-wide platform.	• Website Member Portal banner: \$200 per month • Annual package options available on request



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A little kindness goes a long way! I was diagnosed with Breast Cancer when I was 68 and went through 12 months of radium and chemotherapy. Whilst I was recovering from breast cancer, everyday tasks felt like climbing mountains — especially cooking. The fatigue, the treatment side effects, the emotional toll... it all adds up. That's when Meals on Wheels™ stepped in. Every day, a warm, nutritious meal would arrive at my doorstep, delivered with a smile and sometimes even a short chat that lifted my spirits more than they'll ever know. It wasn't just about the food (though it was delicious!). It was about the care behind it. I'm forever grateful, thank you!

Contact Tim Hayden to find out more

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