



# 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.





## HARDSHIP FUND SPONSOR

*Help ensure no Queenslanders go hungry during times of crisis.*

Your sponsorship directly supports the Meals on Wheels Community Hardship Fund, providing emergency meals and short-term relief for those facing unexpected challenges.

### WHY PARTNER

As a Hardship Fund Sponsor, your support helps us respond quickly when Queenslanders are in urgent need and aligns your organisation with a trusted, high-impact community initiative.

Your partnership strengthens the safety net that ensures Meals on Wheels can always deliver More than Just a Meal when it's needed most.

## YOUR PARTNER BENEFITS

### Brand visibility and recognition

- Logo and sponsorship recognition on website.
- Acknowledgement on social media and in donor campaigns.
- Recognition in Hardship Fund reporting within the Annual Report.
- Use of the Partner Who Cares: Hardship Fund Sponsor logo.

### Community impact

- Every contribution helps deliver emergency meals to those in crisis.
- Regular updates and stories highlighting your support in action.

### Network engagement

- Invitations to events and briefings.

## INVESTMENT

*Every \$1,000 delivers 100 meals to those in need. Your sponsorship is recognised as a strategic contribution to Meals on Wheels Queensland.*

# 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)                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Custos Magazine</b>                                  | 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.                    | <ul style="list-style-type: none"><li>• Inside Front or Back Cover - 3 issues = \$800</li><li>• Inside Front or Back Cover - casual = \$300</li><li>• Full page - 3 issues = \$675   casual = \$250</li><li>• ½ page - 3 issues = \$450   casual = \$175</li><li>• ¼ page - 3 issues = \$325   casual = \$125</li></ul> |
| <b>Friday Fast Facts Member EDM</b>                     | 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. | <ul style="list-style-type: none"><li>• Banner placement (top or mid):<ul style="list-style-type: none"><li>◦ \$70 per week OR \$250 per month OR \$650 per 3 months.</li></ul></li><li>• Feature article / advertorial: \$250 per edition.</li></ul>                                                                   |
| <b>Friends of Meals on Wheels Queensland Newsletter</b> | Monthly EDM to 7,000+ volunteers and supporters. Engage directly with the heart of Meals on Wheels, its passionate community members.                                              | <ul style="list-style-type: none"><li>• Banner advertisement: \$250 per issue</li></ul>                                                                                                                                                                                                                                 |
| <b>Website – Member Portal advertising</b>              | 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.         | <ul style="list-style-type: none"><li>• Website Member Portal banner: \$200 per month</li><li>• Annual package options available on request</li></ul>                                                                                                                                                                   |



Meals on Wheels<sup>™</sup>  
Queensland



## EVERY MEAL TELLS A STORY

*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<sup>™</sup> 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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