



SPONSORSHIP PROSPECTUS

Friends of the Foundation Programme
ASTHMA AND RESPIRATORY FOUNDATION NZ

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1 in 5* Kiwis have a respiratory disease. Become a Friend of the Foundation and help us, help them to breathe easier.

*Impact of Respiratory Disease in New Zealand Report (2024)



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

OUR VISION

To be the trusted and independent leaders in respiratory health knowledge to improve respiratory health outcomes for all.

OUR MISSION

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

OUR GOAL

To reduce respiratory related hospitalisations. 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



Research. Education. Advocacy.



INTRODUCTION

How your business can keep Kiwis breathing easier

Friends of the Foundation is a business sponsorship programme that supports the activity of the Asthma and 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 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.

1,000,000

New Zealanders live with a form of respiratory disease

26,300

Children live with respiratory disease in New Zealand

82,500

Hospital admissions each year are attributed to respiratory disease

360,000

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

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 legislation.

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 communities on respiratory health



How your business can keep Kiwis breathing easier

Sailor the Pufferfish is an asthma education programme delivered to primary schools and early childhood 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.

The show is performed by Aimee Gestro, who has a background in screen and performing arts. As an actor, she has enjoyed varied roles on stage, screen and at live events.

In response to the pandemic and the increase in online schooling, the Foundation launched the Sailor Digital Classroom (English) in October 2021, with the te reo Māori adaptation 'Heremana te Kōpūtōtara Mātauranga Huangō' launching in May the following year.

The programme includes child-friendly video clips and animations where children can learn more about asthma. The digital programme continues to be relevant for at-home learning and rural communities across New Zealand.

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 treated correctly 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 show or Learn about Lungs website, 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 Ministry of Health Authority Form for schools to procure a reliever inhaler from a pharmacy, a template letter for school principals to complete, a spacer to administer the medicine and vital first aid information.

So far, more than 500 schools have taken part in the 'Asthma Friendly School' programme across the country.





Learn About Lungs

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

See www.learnaboutlungs.asthmaandrespiratory.org.nz for more.

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 valuable and life-saving asthma education to teachers who may not be familiar with asthma.

For teachers, head to www.learnaboutlungs.asthmaandrespiratory.org.nz/mystudent/#/

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 is comprised of respiratory specialists, paediatricians, public health experts, and educators.

For information, resources, support, and to see if you've been 'sucked in' visit www.dontgetsuckedin.co.nz

OUR WORK

Educating our communities on respiratory health

Vaping Education and Advocacy

Since 2017, the Foundation has been advocating for stricter regulations to protect our youth from the harms of vaping. In addition, we have invested in educating our young people, families, and communities through several initiatives.

These include the development of an informational website 'Don't Get Sucked In', employing two Āpiha Takawaenga (Māori Community Liaisons) to deliver practical, educational workshops in schools around the motu, publishing the first Quit Vaping Reference Guide for health professionals and conducting the first Youth Vaping Survey.

In addition, there are a range of free resources in English and te reo Māori that share meaningful and relevant key messages about the harms of vaping.

The Foundation's advocacy for stricter vaping regulations includes submitting Government proposals, directly contacting and meeting with MPs about our concerns, and liaising with other organisations and individuals with shared views including the Thoracic Society of Australia and New Zealand (TSANZ), the Lung Foundation Australia, Life Education Trust, Professor Kelly Burrowes and Professor Janet Hoek.

The Foundation continues to be a leading voice in the debate around youth vaping.

“Youth vaping in New Zealand is nothing short of an epidemic with almost 1 in 5 high school students regularly vaping.”

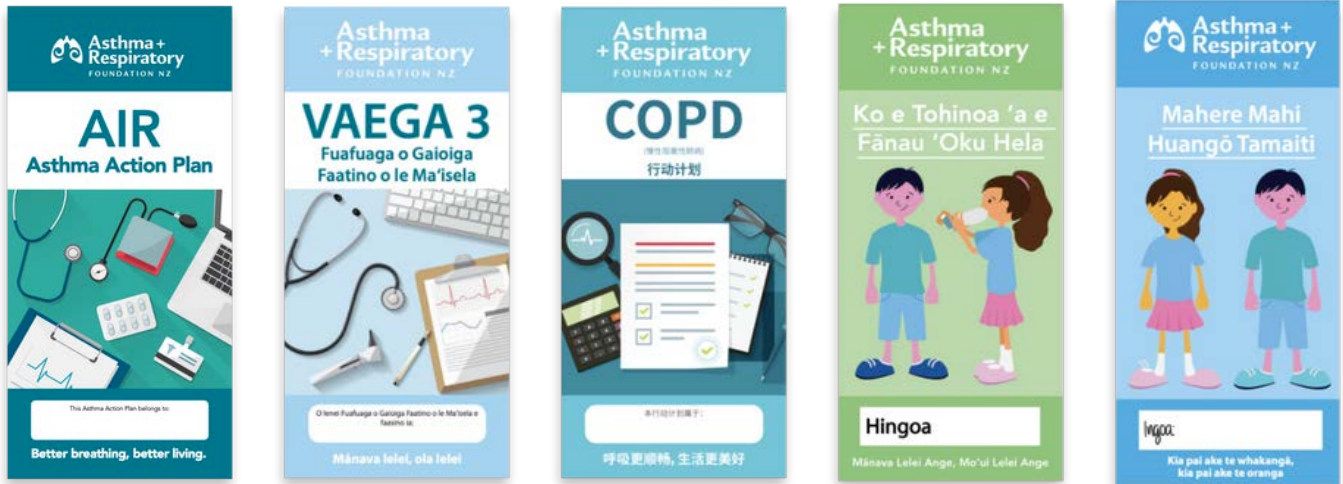
- Letitia Harding, Chief Executive, ARFNZ



Sharon Pihema, Āpiha Takawaenga

OUR WORK

Educating health professionals in the respiratory space



Providing health resources

The most requested resources are the asthma action plans, followed by the COPD action plan. These are self-management plans for patients who have asthma or chronic obstructive pulmonary disease (COPD). These are completed by a healthcare practitioner alongside their patient.

In 2024, 3,210 Child Asthma Action Plans, 2,200 Child Asthma Symptom Diaries, and over 14,000 adult action plans for both asthma and COPD self-management were distributed in print form. More than twice these numbers were downloaded from the Foundation's website.

Alongside these plans, we also provide various other health resources such as asthma first aid posters, asthma and COPD patient handbooks, breathlessness resources, as well as the NZ asthma and COPD best practice guidelines for healthcare practitioners.

Providing translated health resources

The rates of asthma are disproportionately high within the Māori and Pacific populations, with large numbers of children admitted to hospital with asthma every year. Across all age groups, deaths from respiratory disease are highest for Māori and Pacific peoples, who are 1.6 times and 1.1 times, respectively, more likely to die from respiratory disease than non-Māori/non-Pacific people. Unhealthy living conditions and poverty are major contributing factors to these statistics.

To address these disparities, the Foundation prioritises engagement with these communities, including translating key health resources into te reo Māori, Samoan, and Tongan.



Managing Your Child's Asthma
Samoan Translation

New Zealand Respiratory Conference

The 2023 New Zealand Respiratory Conference was held in November 2023 at Te Papa Tongarewa, Wellington. The theme, 'Leading the Way for Change' included topical presentations from leading experts in respiratory medicine, healthy housing, air quality research, COVID, vaping and e-cigarettes, Māori health, and health equity.

These presentations translated the latest research and findings to promote clinical best practice, and wrap-around care for those with respiratory illnesses.

This biennial conference is a key event for the Asthma and Respiratory Foundation NZ, with the next conference scheduled for October 30 and 31, 2025.

Clinical best practice training

The Asthma and COPD Fundamentals e-Learning course is an online learning platform 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, run in-house, was developed by the Asthma and Respiratory Foundation in collaboration with our Scientific Advisory Board.

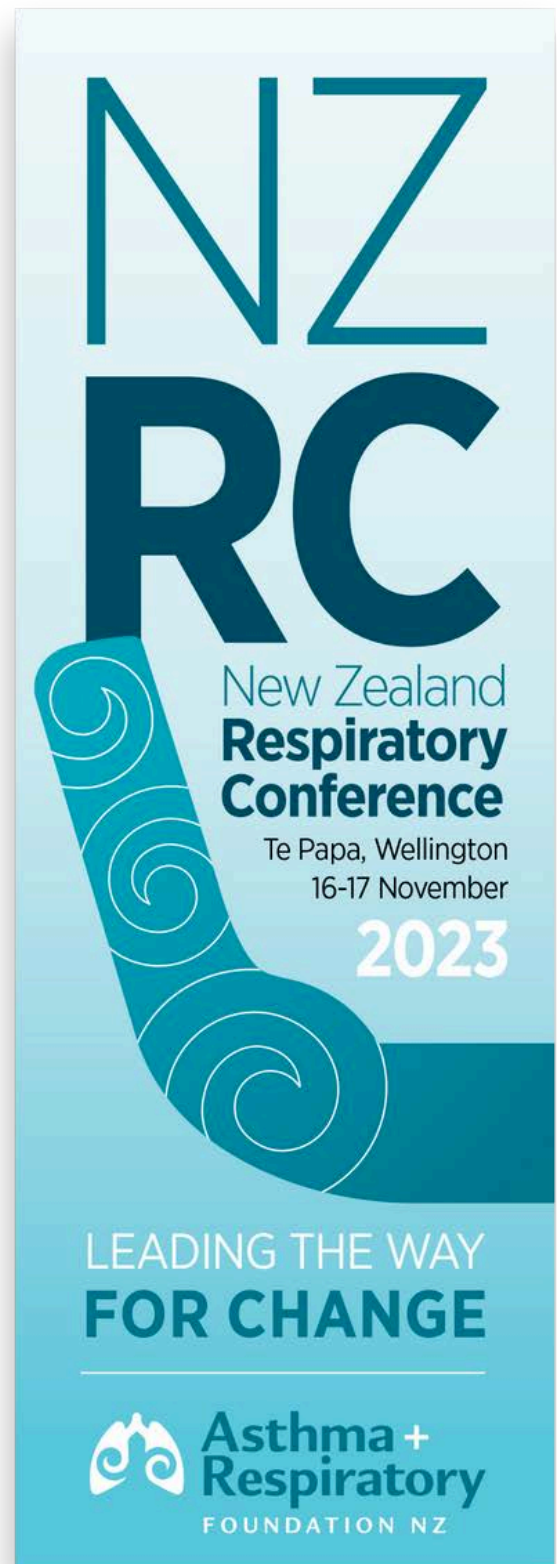
The professional development course is targeted at those with an interest in respiratory medicine, including GPs, nurse practitioners, nurses, physiotherapists, pharmacists and occupational therapists.

Supporting local asthma societies

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

The Foundation supports these societies and provides free printed patient and health professional resources, as well as collaborates on best practice educational opportunities for asthma educators and nursing staff.

There are currently 12 asthma societies supporting communities in New Zealand, from Tamaki Makaurau (Auckland) to Ōtepoti (Dunedin).



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 to increase awareness of respiratory disease in New Zealand. These are 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. This campaign encourages all Kiwis to show their support for better breathing and healthy lungs by setting an active 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 pulmonary disease (COPD), which affects approximately 15% of New Zealand adults over 40 years of age. Despite being the fourth leading cause of death in New Zealand, COPD is under-diagnosed 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 health policy, and is an active voice in supporting smokefree and vape-free initiatives, and healthy homes legislation.

New Zealand Respiratory Achievers' Awards

The biennial NZ Respiratory Achievers' Awards celebrates New Zealanders who have achieved success in their lives, despite living with a severe respiratory health condition. It also recognises the incredible health professionals working with patients in our communities. The next awards will be held in Wellington in 2026.

This event is a great way to show New Zealand that people living with a respiratory condition are more than just their illness, they inspire others not to feel limited by their condition and to live their life to the fullest.

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

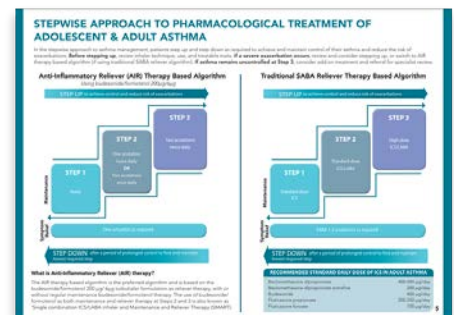
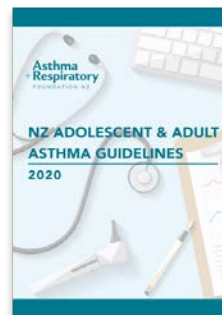
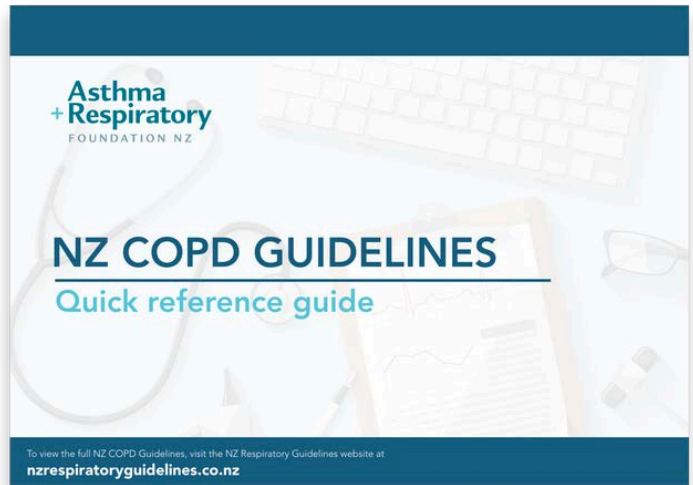
Best practice NZ Asthma and COPD Guidelines

The Foundation creates the national best practice guidelines for the diagnosis, treatment and management of asthma and chronic obstructive pulmonary disease (COPD) in New Zealand.

The NZ Child Asthma Guidelines, the NZ Adolescent and Adult Asthma Guidelines, and the NZ COPD Guidelines lay out clear recommendations for health professionals responsible for delivering care to patients with asthma and COPD in the community and hospital settings. They create a standardised system of care to ultimately improve respiratory health outcomes for New Zealanders, regardless of where they live in the country.

The NZ Asthma Guidelines were updated in 2020 to align with the latest international and national research in asthma treatment. This represents 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 recommendations for the best practice non-pharmacological and pharmacological management of patients with COPD in New Zealand.



The Impact of Respiratory Disease in New Zealand report

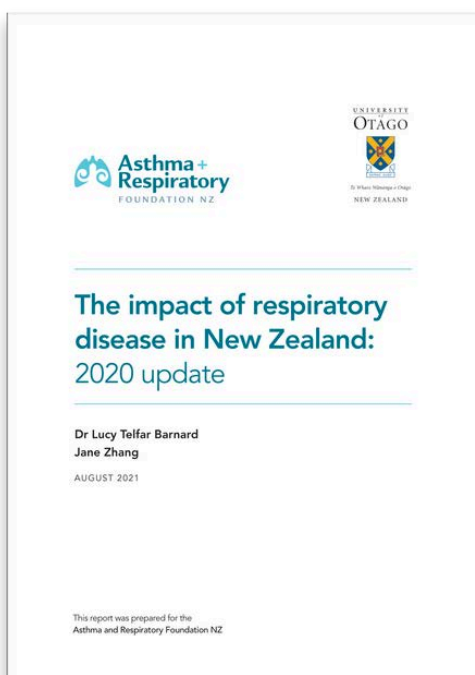
The Impact of Respiratory Disease in New Zealand report is a biennial report providing the largest body of ongoing respiratory research in New Zealand. The findings provide a basis for our national respiratory statistics, derived from the most recent available data from the New Zealand Health Survey, pharmaceutical prescriptions, hospitalisations and mortality datasets.

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 its 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 website. This content includes:

- Extensive information on various respiratory conditions
- Promotional material on upcoming campaigns
- Large range of downloadable health resources for both patients and health professionals
- Latest research and news on relevant topics

Better Breathing Magazine

The 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 a respiratory condition or allergies.

The magazine aims to educate the public about asthma, COPD and other respiratory conditions, as well as provide updates on the work done in this space, and promote measures to better manage these conditions:

- Over 4,500 issues printed each run
- Distributed every March, June, September, and December
- Digitally distributed through Issuu

Social Media

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

E-Newsletters

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

- Respiratory Community
- Education Providers
- Health Professionals

These e-newsletters are published every month and are well received by our subscribers.

650,256

Page views on all ARFNZ websites
(Sept 2023 - Sept 2024)

4,500

Print runs of Better Breathing
magazine every issue

14,887

Total social media following across
all channels (as at Sept 2024)

8,279

Subscribers to the Foundation's e-
newsletter (as at Sept 2024)

33%

Open rate across eDM's
(Sept 2023 - Sept 2024)

Better Breathing



ICING ON THE CAKE

Our 60th celebration and Respiratory Achievers' Award winners



Better Breathing

OCCUPATIONAL RESPIRATORY DISEASE
What you can do to protect yourself at work

SUPPORTING OUR RANGATAHI THROUGH THEIR QUIT VAPING JOURNEY

SAVE LIVES THIS WORLD ASTHMA DAY
Help us upskill health professionals for free



CELEBRATING NEW ZEALAND WOMEN IN SCIENCE



Better Breathing

NEW ZEALAND RESPIRATORY ACHIEVERS' AWARDS
2024 VOTING OPENING SOON!

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



ADAM FAATZ
climbing world's tallest freestanding mountain for IPF



JOSH BRODIE: TRADING THE BAT FOR A BIKE

Better Breathing

OXYGEN THERAPY
A NEW TYPE OF ASTHMA MEDICATION

Breathe Better September Kicks Off
See the ways you can get involved this September

Meet Our Better Breathing Heroes



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

YOUR VAPING QUESTIONS ANSWERED

WE ANNOUNCE OUR VAPING POSTER COMPETITION WINNERS

BE IN TO WIN AN AIR PURIFIER THIS SEPTEMBER!

Laps for Lungs 2023
Wellington man Nick Ashill is back fundraising for the Foundation this September, setting out to beat his 24 hour running record.



HOW YOU CAN GET INVOLVED

Being a Friend of the Foundation means you will be contributing to these vital projects, 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 partners 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 the Foundation across both online and offline channels, to showcase your support to a wide audience.



Nationwide recognition

Your organisation's branding will be on the Foundation's communications including our website, the quarterly magazine, email communications, and in our annual report. Gold and Silver Partners will also receive dedicated editorial space in our 'Better Breathing' magazine. There is also the 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 partner logo

As a Friend of the Foundation you will have the right to use the trademarked Friends of the Foundation partner 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 partner's logo, description, and link to partner's website	✓	✓	✓
Sponsor logos featured on ARFNZ external communications (e-newsletters, Better Breathing magazine, and annual report)	✓	✓	✓
Right to use Friends of the Foundation partner logo on partner'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	✓	✓	✓
Quarterly check-ins between ARFNZ and partner throughout the sponsorship period	✓	✓	✓
Dedicated full-page partner story or advert in our quarterly magazine. Stories are republished within our 'Respiratory Community News' e-newsletter, social media channels, and 'news' section of the ARFNZ website. (NB: twice a year for Gold, once per year for Silver)	✓	✓	
Friends of the Foundation partner 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

GOLD SPONSORS



K I N G

dyson



SILVER SPONSORS



BRONZE SPONSORS



MAKING IT HAPPEN

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)



To be the trusted and independent
leaders in respiratory health
knowledge to improve respiratory
health outcomes for all.



**Our national reach
across New Zealand:**

-  Asthma and COPD resources
eg: Guidelines, Management, Action Plans
-  Sailor shows
-  Magazine distribution
-  Top website traffic
-  Asthma Emergency Kits
-  Vaping education workshops
-  Asthma Societies



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