



RIDE FOR
RELIEF
SUPPORTING MENTAL HEALTH

ride for relief 2024 partnership prospectus



Partners in supporting mental health awareness

let's make a difference together



1 in 2
Australian adults
experiences a mental
disorder during their lifetime



8.6
Australians die
every day by suicide

Our 2024 goal is to fundraise \$200,000
(pure fund to go to Mentis Assist)

Your support will help unlock vital funds to continue the
Breaking Barriers special project run by Mentis Assist

This unique program is able to be offered as a result of the funds raised through the Ride for Relief charity cycling event.

Strategically based in Rosebud, the Breaking Barriers program is specifically for people living on the Southern Peninsula and helps to fill a mental health service gap for people in this region.

A well-being and capacity worker can assist you in accessing and navigate the mental health and wider service system.

The Breaking Barriers program is able to provide:

- Outreach and/or in-office services
- Health education/literacy and wellbeing information
- Care planning and service connection
- Referrals and linkages to appropriate services
- System navigation/ Service Coordination

event partner testimonials

"The event continues to grow from strength to strength in its professionalism and impact with such an important social challenge."

– NAB

"Year after year these inspiring individuals take part in Ride For Relief, and we are truly thankful to be able to contribute"

– *Arthurs Seat Eagle*

partnership invitation | supporting mental health



Peninsula Hot Springs, sharing its mission with community partner Mentis Assist, is hosting the 6th Ride for Relief, an annual charity cycling event to raise awareness and funds for supporting mental health and wellbeing.

One in two Australian adults experiences a mental disorder during their lifetime.

8.6 Australians die every day by suicide. That's more than double the road toll.

Since 2020, there has been a growing number of people within Australia making use of established mental health services.

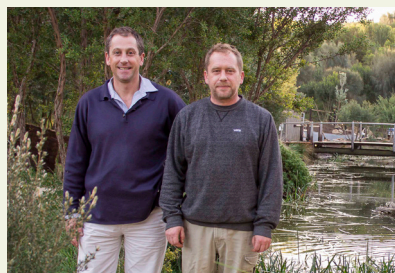
Let's make a difference to these devastating statistics together.

This is an invitation for your business to sign up as an event partner to Ride for Relief. Your generous support will change the quality of life for those who live with mental challenges every day.

Ride for Relief was launched in 2018 as part of our commitment to promoting better mental wellbeing in Australia and the world.

In 2022, thanks to the event's continuing success, we introduced an epic six-day tour in addition to the original one-day event. The 2022 cycle ventured across Eastern Gippsland before finishing on the Mornington Peninsula. We were humbled by the support of 19 local and national businesses as event partners, who enabled us to accomplish our mission of raising over \$150,000 and a significant amount of awareness for mental health challenges.

Following our fifth Ride for Relief event, we are even more dedicated to tailoring partnership packages that match the unique community engagement objectives of your organisation.



The story behind Ride for Relief

"It's been 8 years since the passing of my brother and our co-founder, Richard Davidson.

It was a shock for everyone when he took his own life in February 2015 soon after he sold his shares in a business he helped steer through the first 18 years of conceptualisation and operation.

As an accomplished environmental scientist, Richard helped to create the vision for this remarkable business, transforming the landscape from pastoral land in 1997 to the regenerated oasis you see today, 26 years on. His lasting signature can be seen everywhere you look at Peninsula Hot Springs.

As we take a moment to reflect on Richard's contributions in creating Peninsula Hot Springs, it is important we acknowledge the very real mental health issues he faced, which ultimately led to the difficult and tragic choice he made.

With wellness at the heart of everything we do, Richard's passing drove our focus to supporting community physical and mental health and to identify how we can all contribute to helping those in need.

Championed by our Community Relations Director, Yuki, and supported by myself, business partners, our board, our leadership team and all of our Peninsula Hot Springs family, the desire to connect and build a strong and resilient community runs deep.

We chose the local organisation Mentis Assist as our mental health partner, and created the Ride for Relief event to raise funds and awareness for mental health and to emphasise the importance of caring for our physical wellbeing and connection to others.

I am passionate and committed to supporting those in the community facing mental health challenges like that with which Richard struggled. We are very grateful and happy to see more people, businesses and organisations joining us in delivering Ride for Relief and building awareness of this life-threatening yet common illness.

The intention behind Ride for Relief is to help build a connected, caring and loving community in which we can live in happiness and harmony together."

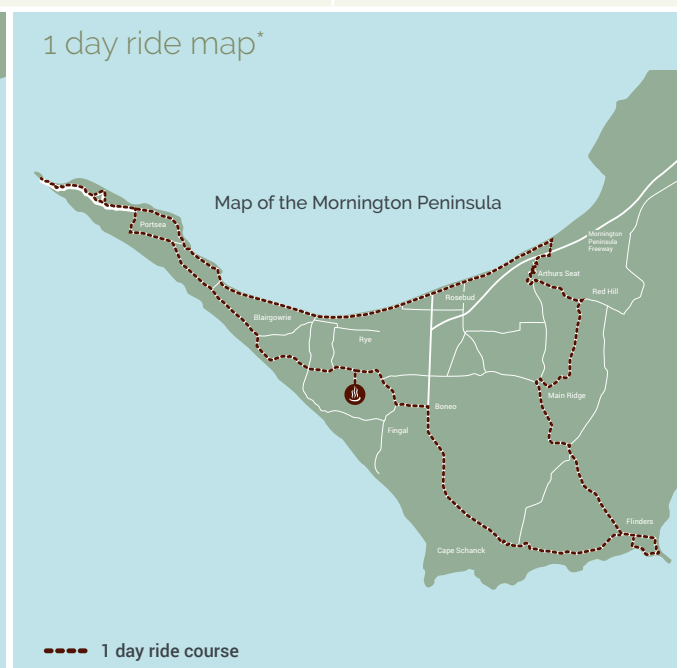
Charles Davidson, Co-Founder & Chairman
Peninsula Hot Springs

We thank you for considering this opportunity to provide much-needed support to our community.

There are four different levels of event partnership. *Please see page 5 for partnership levels.*

event summary

	6-day tour	1-day ride	1-day walk
Organisers	Ride for Relief is hosted by Peninsula Hot Springs. Mentis Assist is a primary beneficiary (see page 4 for Mentis Assist profile). All the rides are professionally managed by Connect Sport Australia, one of the most trusted cycling tour providers in Australia.		
Event dates	Monday, 19 February – Sunday, 25 February 2024	Sunday, 25 February 2024	Sunday, 25 February 2024
Ride information	Tour starting from Metung in Gippsland and finishing at Peninsula Hot Springs in Mornington Peninsula. Course detail to be confirmed soon.	Starting and finishing at Peninsula Hot Springs a 108km and 1167m (elevation) ride in Mornington Peninsula.	
Entry fees	\$550 - Early Bird Offer \$650 - Standard Entry	\$220 - Early Bird Offer \$240 - Standard Entry	TBC
Fundraising target per rider	\$3,000	\$500	
Event inclusions	<ul style="list-style-type: none"> Ride with on-road support vehicles and support crew including first aid Accommodation and all meals for 6 nights Recovery bathing in Metung and Phillip Island Lunch function and recovery bathing at PHS on Day 6 2 sets of quality uniforms 	<ul style="list-style-type: none"> Ride with on-road support vehicles and support crew including first aid Coffee & cake stop at a café Lunch function and recovery bathing at PHS Quality event jersey 	



*Subject to change slightly

partnership opportunities | testimonials



"Awesome event from start to finish, wonderful cause, fun people, classic course, safe and the most divine food and to top it off a soak in the thermal mineral springs to ease the body and mind.....spectacular!"

– **John (2019)**

"The 2022 Ride for Relief was an incredible event. Well organised, challenging rides through beautiful countryside with a team of amazing people by my side. Not only did we raise much-needed funds for a very important cause, but I experienced personal growth and a feeling of accomplishment that I will cherish forever."

– **Steve (2022)**

"Raising money for a good cause is great. Having a training target to complete a significant event like Ride for Relief makes it greater. Feeling safe on the road at all times and being part of such a professionally managed event makes it the greatest. If you think Ride for Relief might be a big challenge for you (fundraising, training, completing) - do it! You'll thank yourself afterward."

– **Jodie (2022)**

"I thank you all for allowing me to be involved in a week of your lives. Riding in the fresh, open air with beautiful vistas, listening and learning of your past, present and future experiences,

challenges and opportunities is a precious commodity."

– **2023 rider**

"This event will be one that I will never forget. Entering as an amateur cyclist did certainly present many physical & mental challenges to overcome the ride, however with the help & guidance of the riders within the peloton you can definitely achieve, so long as you put in the heart & effort. I came in not knowing anyone and left the event with a full community to keep in touch with and be able to meet for rides in future."

– **2023 rider**

"A very worthwhile event to be part of whether as a rider or support crew. Either way you are part of a caring supportive group of individuals who have nothing but love for the cause they are supporting."

– **2023 rider**

"Raising money for a good cause is great. Having a training target to complete a significant event like Ride for Relief makes it greater. Feeling safe on the road at all times and being part of such a professionally managed event makes it the greatest. If you think Ride for Relief might be a big challenge for you (fundraising, training, completing) - do it! You'll thank yourself afterward."

– **Jodie (2022)**

"The 2023 Ride for Relief event was our 5th consecutive year supporting this worthwhile and world class event which builds connection and promotes mental health awareness. The event continues to grow from strength to strength in its professionalism and impact with such an important social challenge. Working with the Ride for Relief team & Mentis Assist has been a pleasure and we have appreciated the opportunity to impact our local Mornington Peninsula community"

– **NAB, event partner**

"It's an honour and a privilege to be a part of such an incredible cause, raising funds for mental awareness. Year after year these inspiring individuals take part in Ride For Relief, and we are truly thankful to be able to contribute"

– **Arthurs Seat Eagle, event partner**



partnership opportunities | packages and benefits

	Platinum \$30,000*	Gold \$15,000*	Silver \$5,000*	Bronze \$2,500*
Max packages available	2	5	7	
Complimentary entry to one day ride (entry to 6-day tour negotiable)	2	1	1**	1**
Complimentary VIP invitations to Celebration Lunch on the final day	4	2	2	2
Company logo presentation:				
• On event jersey	front and back	sleeves and back	back	
• On team off-bike uniform	✓	✓	✓	✓
• On all support vehicles	✓	✓	✓	✓
• On a large pull up banner at all the stops of 6-day tour	✓	✓	✓	✓
Opportunities for local awareness along the tour route (your proposal can be discussed – eg. Stop at a branch, story in a local paper, etc.)	✓	✓	✓	✓
Networking opportunities with other partners supporting the event (eg. introduction by PHS, attendance at an event function)	✓	✓	✓	✓
Social media exposure brought by PHS Group:				
• Introduction on the Ride for Relief partner page with branding and links on PHS website (160,000 average monthly users)	as a major partner	as a Gold partner	✓	✓
• Acknowledgement on PHS social media (Facebook 140k followers, Instagram 81.1k followers & LinkedIn 1.8K followers)	as a major partner	as a Gold partner	✓	✓
• Acknowledgement on PHS e-newsletters (350,000 subscribers)	as a major partner	as a Gold partner	✓	✓
• Acknowledgement on Sister Springs communications (eg. Metung Hot Springs in Vic and Maruia Hot Springs in NZ)	as a major partner	as a Gold partner	✓	✓

partnership opportunities | packages and benefits

	Platinum \$30,000*	Gold \$15,000*	Silver \$5,000*	Bronze \$2,500*
Social media exposures brought by an event exclusive media team (a videographer and a media manager):				
• Producing interview video clips to introduce your business and reasons to support Ride for Relief (to be added to the partner page, also to be shared with your staff, clients and on your own social media)	✓	✓		
• A short event video (60 – 90 secs) featuring your business logo to demonstrate your support to Ride for Relief at the completion of the event			✓	✓
• Speech opportunity (live or online) at main event fundraisers (both in the period leading up to and during the event)	✓			
A4 poster to promote your partnership for displaying on your office window (with a QR code to link to a fundraising page)	✓	✓	✓	✓
Certificate of Appreciation printed on a displayable A4 card at completion of the event	✓	✓	✓	✓
Provision of PHS Bath House bathing passes following the partnership confirmation	12	8	4	2

* GST (10%) will be applied on partnership payments since Ride for Relief partnerships are not defined as a gift or donation which are made voluntarily.

** Complimentary entries included in Silver and Bronze partnership are requested to reach a fundraising target.

partnership opportunities
for your business

- Make a difference to the lives of one in five Australians who experience mental illness
- Use the event as a corporate team building opportunity by sending your team member
- Enhance your brand reputation with demonstrated corporate social responsibility
- Inspire your employees and clients with your philanthropic action
- Gain exposure among PHS and its expanding PHS Group network

Please visit Metung Hot Springs www.metunghotsprings.com
Phillip Island Hot Springs www.phillipislandhotsprings.com
Maruia Hot Springs www.maruahotsprings.nz

in-kind support

For the assessment of your partnership proposal, we value and welcome your in-kind support by supplying items and resources to assist with running a successful event. Please contact us for further discussions.

mentis assist



Each year one in five Australians will experience a mental illness, and 45% of Australians will suffer from a mental illness in their lifetime. An estimated 54% will suffer in silence and not seek treatment or support. That means you or someone you know is suffering.

In partnership with Peninsula Hot Springs, Mentis Assist is committed to changing the lives of people with mental illness. Together we are building stronger and more resilient individuals and communities. Thanks to your generous donations, Mentis Assist has been able to provide some of the most vulnerable people in our community with the opportunity to access services they would not otherwise be able to afford.

100% of all funds raised go directly towards helping their clients.

With the funds raised from our Ride for Relief event Mentis Assist has developed an event partnership program by employing two staff members that are assisting in addressing the barrier to participation, reducing social isolation and developing skills to support social, civic and economic participation.

Individuals experiencing psychosocial disability as a result of mental health issues are supported, over a two-month engagement period (on average), to participate in the community and work towards becoming and/or remaining independent and engaged.

With your help, Mentis Assist have already been able to provide:

- Specialist neuropsychiatric, psychiatric and Occupational Therapy Assessments required for access to the National Disability Scheme (NDIS);
- Driver's license fees to build independence in the community;
- Computers and laptops to meet study goals and improve employment opportunities;

- House moving and set up costs for clients to live safely and independently;
- Food access to help with nutrition and encourage a healthy lifestyle;
- Respite care for carers of those with mental illness to provide a break from the stress of daily challenges.

about Mentis Assist

For more than 35 years Mentis Assist has provided specialised mental health support for thousands of the most seriously affected people seriously affected with mental illness across South East Melbourne.

Working with a network of professionals, together with the client and their personal support network, Mentis Assist help individuals to recognise their own values, strengths and goals, with an emphasis on improving health and wellbeing, independence and meaningful relationships with family and significant others.

Mentis Assist has a range of mental health services that meet the individual needs of people with severe mental illness. Their programs focus on the client's recovery journey so that they can become the best version of themselves.

Your generosity provides Mentis Assist with flexible funding to help support those living with mental illness to access treatments, re-engage in their community, re-build their lives and to ultimately reduce the number of people who lose their lives to suicide each and every year and instead provide them with hope for the future.

Melissa's* story is just one example of how Mentis Assist, alongside other professionals, work with experiencing mental illness to achieve the best outcome.

Melissa* is a single woman in her late 40s, who was diagnosed with schizophrenia in her 20s and has been admitted to hospital multiple times over the years.

Although Melissa's is in full remission when it comes to her psychotic symptoms, she continues to experience periods of high anxiety and post psychotic depression following each additional psychotic episode, leading to an overall reduction in her day to day functioning.

Prior to Melissa's first episode of psychosis, she had completed undergraduate studies, was working full time and had a supportive network of friends and family. However, following her mother's death, her substance misuse increased and she continued to use cannabis until her referral to Mentis Assist.

Mentis Assist provided Melissa with regular appointments with an experienced clinician who monitored her mental state and compliance with medications. Melissa was also linked to a psychologist for assistance with her longstanding trauma and anxiety, as well as a drug and alcohol service to address her cannabis misuse.

Mentis Assist also arranged a supportive GP for Melissa, who was able to sustain the professional relationship throughout the Covid outbreak, thanks to funds sourced from Ride for Relief, Melissa was connected with a psychiatrist for ongoing review.

Melissa has recently been approved for an NDIS package.

* Not her real name



RIDE FOR RELIEF

SUPPORTING MENTAL HEALTH



Thank you for taking the time to consider partnering with us.

For further information and enquiries, please contact:

Yuki Davidson

Peninsula Hot Springs

0425 74 3601

yuki.davidson@peninsulahotsprings.com



Partners in supporting mental health awareness



We acknowledge the Gunaikurnai people, the traditional custodians of the Gippsland regions, and the Boonwurrung people of the Kulin Nation, the traditional custodians of the Mornington Peninsula, the lands which we traverse with the Ride for Relief event. We pay our respects to their Elders both past, present and emerging.