



MAD
PARTNERS MAKE
ALL THE DIFFERENCE

Make A Difference Foundation's
2026 PARTNERSHIP PROPOSAL



WHAT MAD MEANS IN PRACTICE



MAD means hope when there are times when I thought there was none.

I came to know MAD almost by chance.

I was working at Monash Children's Hospital in the paediatric rehabilitation team with a young child whose family had really fallen through the gaps in our system. They didn't have any funding they could access for equipment, despite the child having very high needs.

I remember feeling really hopeless, and really wanting to somehow help this family access support, but not knowing where to go.

I was fortunate to be working with an occupational therapist who had previously worked at the Royal Children's Hospital and knew about MAD. When she explained what might be possible, it felt like we finally had hope for this family.

It's been incredible to see the life-changing impact MAD has had for this child and their family, and for our team.



DR SABINE HENNEL

Paediatrician
Paediatric Rehabilitation Service
Monash Children's Hospital



YOUR ROLE IN THE MAD FOUNDATION STORY

Your support as a partner, donor or major contributor is fundamental to the work MAD does.

As a 100% volunteer-led charity, with no paid employees and minimal administrative costs, MAD relies on the generosity of partners, fundraisers and donors to deliver meaningful impact.

MAD exists to make a difference in the lives of children and young people living with disability and facing significant hardship. We do this by funding essential equipment and services that would otherwise remain inaccessible.

Over the past 26 years, MAD has provided more than \$3 million in direct support, assisting over 450 children and young people across Australia. Just as importantly, those families have known they are not alone—that someone is standing alongside them when they need it most.

MAD supports families identified through a trusted network of specialist medical and allied health professionals, including those at the Royal Children's Hospital Melbourne, Monash Children's Hospital and the Victorian Paediatric Rehabilitation Service.

These professionals work with children facing complex and often lifelong challenges, requiring ongoing access to specialised equipment, therapy and support services.

The equipment and services funded by MAD include mobility and positioning equipment, communication devices, therapy programs and other essential supports that improve quality of life and enable participation in everyday activities.

Our clinical partners are central to this model. They identify need, guide appropriate support, and advocate for families when there is nowhere else to turn. In this way, MAD supports families while enabling professionals to act when other pathways fall short.

At its core, MAD's model brings together three groups:

- Volunteers who give their time and expertise
- Partners, fundraisers and donors who provide the funding
- Medical and allied health professionals who identify and support those in need

Together, they enable MAD to deliver practical, targeted support to families when it matters most.

MAD is committed to reaching more families and ensuring every dollar entrusted to us delivers real and lasting benefit.

None of this is possible without you.

Thank you for being part of the MAD story and helping make a genuine difference in the lives of others.

Damian Toohey
President





CURRENT PARTNERS



Community Bank
Malvern East, Murrumbena
and Wantirna



The
Knight
Owners Corporation
Managers



MAJOR CONTRIBUTORS



Amoha
Foundation



Lettiser
Foundation



SLEEVESUP
where great ideas come to life

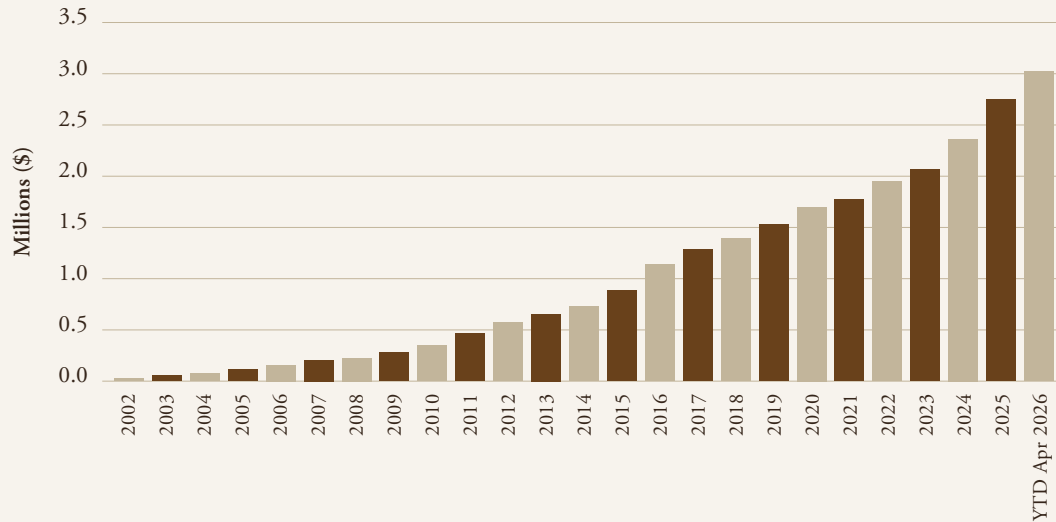




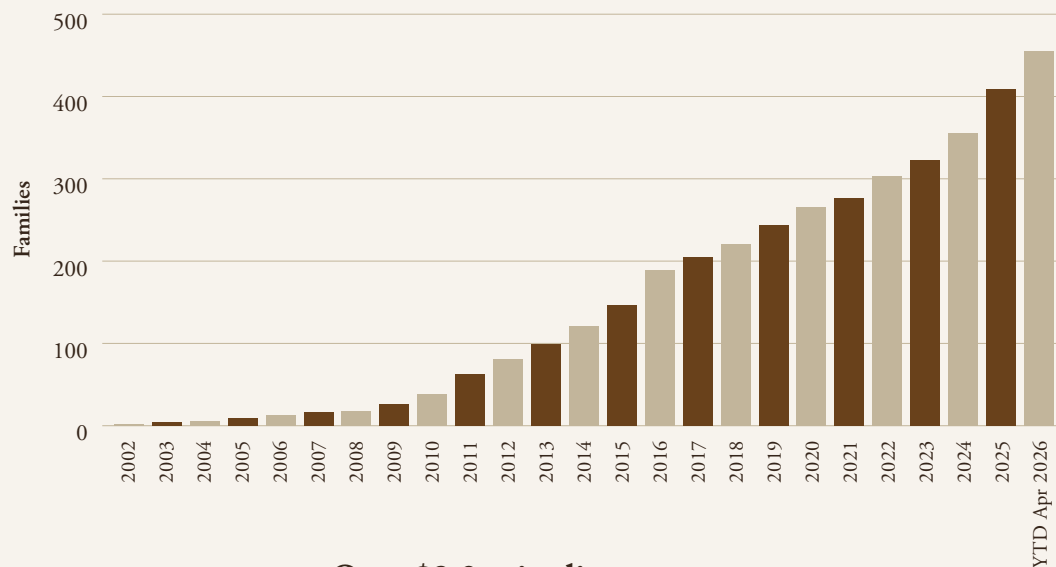
MAD'S IMPACT OVER 26 YEARS

Since 2001, MAD has provided practical, direct support to families facing significant hardship.

DONATIONS PAID (CUMULATIVE)



UNIQUE FAMILIES SUPPORTED (CUMULATIVE)



Over \$3.0m in direct support

Over 450 families supported

100% volunteer run

Admin costs below 2% of funds raised

Fast impact through direct supplier payment





MAKE A DIFFERENCE WITH US:

PARTNERSHIP OPPORTUNITIES

Supporting MAD is an opportunity to align your organisation with a cause that delivers real, measurable impact.

As a MAD partner, your sponsorship helps provide vital equipment and services for children and young people living with disability and facing significant hardship. Every dollar raised is directed where it is needed most, with MAD operating on a 100% volunteer basis and administrative costs kept below 2%.

Following a record 2025, demand for support continues to grow.

This partnership offers more than philanthropy. It provides meaningful visibility. Our corporate partners are acknowledged across MAD's calendar of events, digital platforms and supporter communications. We offer a values-driven context for your brand, and the opportunity to engage

with a community built on generosity, connection and purpose.

The centrepiece of our annual program is the MAD Ball. Held on Melbourne Cup Eve at the Plaza Ballroom, it brings together over 400 guests for an unforgettable evening of entertainment and fundraising. It is where our partners are recognised, our beneficiaries are celebrated, and our community comes together to show what is possible.

Sponsorships typically begin with a MAD Ball package and continue throughout the year. We can tailor options to reflect your objectives, using the levels outlined overleaf as a starting point.

If you are looking for a meaningful way to contribute – while aligning with a trusted organisation with a long track record of impact – we would welcome the opportunity to work with you.





HOW MAD WORKS IN PRACTICE

These recent examples show how MAD can respond when essential equipment or services are clinically recommended, but standard funding pathways cannot move quickly enough.

ENABLING DISCHARGE HOME

The Situation

An 18-year-old young man sustained a spinal cord injury following surgery, resulting in severe mobility impairment. After more than four months in hospital, he was medically ready for discharge.

The Gap

He could not return home without a portable bathroom, as his family home was not accessible. NDIS funding was in progress, but approval and installation were expected to take 8–10 weeks.

MAD Response

MAD funded the hire of a portable bathroom, bridging the gap while formal funding was being arranged.

The Outcome

The young man was able to return home sooner and continue his rehabilitation in a safe and appropriate environment.

“Medically ready for discharge — but unable to go home.”

**Funded immediately | Bridged an 8–10 week delay
Enabled discharge from hospital**



SUPPORTING SAFE CARE AT HOME

The Situation

A 5-year-old child with a complex neurological condition required full assistance for personal care.

The Gap

Safe equipment was clinically recommended, but NDIS funding was not expected for 6–12 months.

MAD Response

MAD funded a powered hi-low change table.

The Outcome

This made daily care safer and more manageable, supporting both the child and those providing care at home.

BRIDGING SHORT-TERM CLINICAL NEED

The Situation

A 3-year-old child with a complex neurodisability required a specialised air mattress to prevent pressure injuries due to limited mobility.

The Gap

Hospital funding covered the initial 30 days, with a further three-month delay before NDIS support was expected.

MAD Response

MAD funded the interim hire of the air mattress.

The Outcome

This helped maintain continuity of care and reduced the risk of avoidable complications during the transition period.

MAD enables immediate outcomes by funding essential equipment and services when timing matters most



WORKING WITH CLINICAL PARTNERS

VICTORIAN PAEDIATRIC REHABILITATION SERVICE, ROYAL CHILDREN'S HOSPITAL

The MAD Foundation's long-standing partnership with the Victorian Paediatric Rehabilitation Service (VPRS) at the Royal Children's Hospital continues to make a measurable impact for families facing complex challenges.

Led by Dr Neil Wimalasundera and Dr Susie Gibb, the VPRS team cares for children with a wide range of disabilities, from conditions present at birth to injuries and illnesses acquired during the critical years of development.

"These challenges affect not only the child, but their whole family," said Dr Wimalasundera. "Our goal is always to get children home from hospital and support them to thrive in the community, especially to return to the things they enjoy, like school."



DR NEIL WIMALASUNDERA

Consultant in Paediatric Rehabilitation
Director Victorian Paediatric Rehabilitation Service
Royal Children's Hospital

While government systems such as the NDIS provide essential support, gaps remain, particularly when needs fall outside eligibility criteria or when timely responses are critical. In these moments, MAD works in close partnership with clinicians to provide practical, responsive support.

"MAD is a very special organisation helping children whose needs cannot wait."

Together, MAD and the VPRS team ensure families receive timely, practical support that makes a genuine difference in their daily lives.



DR SUSIE GIBB

General and Developmental Paediatrician
Medical Lead of the Complex Care Hub
Royal Children's Hospital



PLATINUM SPONSORSHIP

Our Platinum Partners play a leading role in supporting MAD's work and receive the highest level of recognition and involvement across the year.

Your support directly enables MAD to fund life-changing equipment and support for families when they need it most.

We are happy to tailor the partnership to align with your organisation's priorities and campaign objectives.

DESIGNATION

- Official Platinum Partner of the MAD Foundation across the calendar year
- Category exclusivity (no competing brands featured at this level)

HOSPITALITY — MAD26

- Three (3) premium tables for 10 guests in prime locations
- Opportunity to meet official entertainment pre-show (subject to availability)

RECOGNITION

- Social media posts featuring Platinum Partners via Facebook (1,200 followers), Instagram (1,110 followers), and LinkedIn (810 followers)
- Platinum Partner recognition on the MAD Foundation website
- MAD26: Premier brand positioning across event materials and prominent on-screen recognition throughout the evening
- Inclusion in the official MAD26 invitation and printed programme
- Full-page advertisement in the MAD26 programme
- Acknowledgement by the MC during the event
- Partner recognition assets provided for agreed use

EVENT INTEGRATION

- Ownership of a MAD26 segment (to be agreed)
- Opportunity to contribute a live auction item with recognition on the night

MAD FOUNDATION EVENTS

- Invitation to MAD Foundation community events where we recognise beneficiaries, healthcare professionals, ambassadors and supporters

INVESTMENT

- \$24,000 ex GST







GOLD SPONSORSHIP

Our Gold Partners enjoy strong visibility and meaningful involvement across MAD's campaign and event calendar.

Your support directly enables MAD to fund life-changing equipment and support for families when they need it most.

We are happy to tailor the partnership to align with your organisation's priorities and campaign objectives.

DESIGNATION

- Official Gold Partner of the MAD Foundation across the calendar year

HOSPITALITY — MAD26

- Two (2) premium tables for 10 guests in prime locations

RECOGNITION

- Social media posts featuring Gold Partners via Facebook (1,200 followers), Instagram (1,110 followers), and LinkedIn (810 followers)
- Gold Partner recognition on the MAD Foundation website
- MAD26: Brand recognition across event materials and on-screen throughout the evening
- Inclusion in the official MAD26 invitation and printed programme
- Advertisement in the MAD26 programme
- Acknowledgement by the MC during the event
- Partner recognition assets provided for agreed use

EVENT INTEGRATION

- Opportunity to contribute a live auction item with recognition on the night

MAD FOUNDATION EVENTS

- Invitation to MAD Foundation community events where we recognise beneficiaries, healthcare professionals, ambassadors and supporters

INVESTMENT

- 16,000 ex GST







SILVER SPONSORSHIP

Our Silver Partners are valued members of the MAD community, with meaningful visibility at our signature event and across our supporter network.

Your support directly enables MAD to fund life-changing equipment and support for families when they need it most.

DESIGNATION

- Official Silver Partner of the MAD Foundation for MAD26

HOSPITALITY — MAD26

- One (1) premium table for 10 guests in prime locations

RECOGNITION

- Social media posts featuring Silver Partners via Facebook (1,200 followers), Instagram (1,110 followers), and LinkedIn (810 followers)
- Silver Partner recognition on the MAD Foundation website
- MAD26: Brand recognition on-screen during the event
- Inclusion in the official MAD26 invitation and printed programme
- Partner recognition assets provided for agreed use

MAD FOUNDATION EVENTS

- Invitation to MAD Foundation community events where we recognise beneficiaries, healthcare professionals, ambassadors and supporters

INVESTMENT

- \$8,000 ex GST
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ENTERTAINMENT PARTNERSHIP

Entertainment is central to the MAD Ball experience, and this partnership helps deliver a high-quality and engaging event.

Your support directly enables more of the funds raised on the night to go directly to families in need.

DESIGNATION

- Official Entertainment Partner of the MAD Foundation across the calendar year

HOSPITALITY — MAD26

- One (1) premium table for 10 guests in prime locations

RECOGNITION

- Social media posts featuring the Entertainment Partner via Facebook (1,200 followers), Instagram (1,110 followers), and LinkedIn (810 followers)
- Entertainment Partner recognition on the MAD Foundation website

- MAD26: Prominent on-screen recognition throughout the event
- Inclusion in the official MAD26 invitation and printed programme
- Full-page advertisement in the MAD26 programme
- Acknowledgement by the MC during the event
- Partner recognition assets provided for agreed use

EVENT INTEGRATION

- Naming rights to the MAD26 stage
- Referenced throughout the evening as the “[Your Name] Stage”
- Opportunity to contribute a live auction item with recognition on the night

MAD FOUNDATION EVENTS

- Invitation to MAD Foundation community events where we recognise beneficiaries, healthcare professionals, ambassadors and supporters

INVESTMENT

- \$12,000 ex GST





THE JEWEL IN THE CROWN:

MAD BALL 26



★ MAD GOES WILD... (WEST)! ★

Held on Melbourne Cup Eve at the Plaza Ballroom, it brings together over 400 guests for an evening of connection, generosity and entertainment. It is where our community comes together to recognise our beneficiaries, acknowledge our partners and raise funds that directly support families doing it tough.

Over many years, the MAD Ball has become more than just a gala event. It is a tradition. A night where stories are shared, impact is made visible and the collective effort of our community is brought to life.

Each year, the event continues to evolve, delivering a premium experience for our guests while ensuring that the maximum possible funds are directed to those who need them most.

For 2026, the MAD Ball will take on a bold new identity with the theme **MAD GOES WILD... (WEST)!** — black tie with a touch of wild west.

We look forward to welcoming our partners, supporters and guests to another outstanding evening.

Join us for a night that brings our community together and makes a real difference.

MELBOURNE CUP EVE

2 NOVEMBER 2026, 6.30PM

**REGENT THEATRE PLAZA BALLROOM
191 COLLINS STREET, MELBOURNE**



NEXT STEPS

Whether you've been part of the MAD journey for many years or are considering partnership for the first time, we would welcome the opportunity to speak with you.

Your support helps us continue funding vital equipment and services for children and young people living with disability and facing significant hardship.

If you're interested in becoming a partner, contributing to the MAD Ball, or supporting our work in another way, we'd be pleased to discuss how we can work together.

LET'S START THE CONVERSATION.



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