



C H A N G E • U P
IF NOT NOW, WHEN?

**“There is potential,
and there is a future,
and I am looking forward
to that future”**

- Our guest Steven -



Our mission is to create real change for individuals experiencing challenging circumstances and make a difference in the lives of all those who require assistance and compassion.

We share their stories through photographic art, shed light on the humanity within these stories, and ignite compassion and understanding.

" You have to take people as they are because there are no others. "

- Konrad Adenauer -

WHO WE ARE

Change-Up is people united in making a change for people in need and has expanded its reach to embrace every human in need, supporting individuals facing hardships in life and challenging circumstances. It is people volunteering their time to provide food, clothing, and the comfort of a cup of tea and a good chat, creating change for people on a personal level.

Founder Melina Muenstermann created the project after her best friend became homeless almost overnight, and was too ashamed to share what was happening. Instead of weakness, Melina saw strength in her friend's story and decided to create a way to harness it for others.

" In a gentle way, you can shake the world."

- Mahatma Gandhi -



Change-Up is all about people and a person's individual goals and needs. We support people in need and welcome them as a guest to our Makeover project.

This project tells their story through the lens, and we create a day full of change for them both inside and out, revealing their hidden goals and dreams, and helping bring them back to life.



CHARITY PARTNER

Set Free Care was established in 1997 in the Southport CBD by a handful of people whose heart was to look after the community's most vulnerable by providing a free meal. Twenty-six years on, has a permanent presence in the city and provides a safe, supportive and accepting environment for anyone who wants to access our services. We value each visitor and strive to allow people the opportunity to maintain their own dignity and offer pathways to professional services.

Set Free Care is able to provide basic human needs such as meals, showers, clothing, food assistance, connection and a caring heart. With the partnership of other organisations, we are also able to provide access to laundry services, employment agencies, mental health services, drug and alcohol rehabilitation and pathways to accommodation. We believe that no one organisation is able to cure homelessness on the Gold Coast but rather, it is a community of like-minded organisations who will partner together and surround our most vulnerable.

**" Love one another, just as I
have loved you."**

- John 15:12-

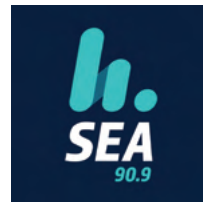




CHARITY
SPONSORS



CAPTURED BY



MAKEOVER DAY

The Makeover Day was the first step and an important kick-off day in the Change-Up project.

We welcomed our guests to the Mobile Barber Shop Depot, captured their story and took their first portrait shot. Our guests were then provided with a hair cut, a clean shave, styling and choosing new clothes, all of which were provided by our team of volunteers, members and sponsors.

Empowered, our guests then returned in front of the camera to take another portrait shot, but this time feeling refreshed and re-connected with their own confidence.

Images and stories from the day are shared at the exhibitions, and will then be auctioned towards the end of the year. All funds will be re-invested into each guests goals and dreams.

This day enables us to capture our guests internal beauty alongside their outer beauty, and is an important step to creating a change.

"The sole meaning of life is to serve humanity."

- Leo Tolstoy -



OUR GOAL

By capturing each person's story through the lens, we aim to tell their story in their own way, giving them a platform to share these stories and be heard, we empower them to reclaim their narratives and find strength in their journey. Through the power of storytelling, we strive to inspire empathy, understanding, and positive change.

VLUS

MEMBERS & SPONSORS

Our work would not be possible without people who support it. Through regular memberships and sponsorship, we are able to work with individuals to uncover their dreams and help realising their goals.

For the cost of something as simple as a cup of coffee, we can create real change in someone's life. We have a number of membership options available. Whether you can give a little or more, your support will create real change.

VOLUNTEER

Your time is valuable too. Change-Up welcomes anyone willing to give their time in the service of others. There are so many ways to volunteer your time - whether it is serving meals, providing a service or simply lending an ear, the time you give is precious. Get in touch to find out how you can be involved!

**" Help others achieve their dreams
and you will achieve yours."**

- Les Brown -



SPONSOR PACKAGES

Donate monthly or annually, funds, services or products valued at your choice of sponsor package. In return we will offer:

BREAKFAST

\$1500 per year
\$125 per month

- Monthly post recognition on our social media platforms
- Logo placement on Website
- Recognition in monthly blog posts

LUNCH

\$3000 per year
\$250 per month

- Twice a month recognition on our social media platforms via posts and stories
- Logo placement on website, brochure and event collateral
- Recognition in monthly blog posts

DINNER

\$6000 per year
\$500 per month

- Weekly recognition on our social media platforms via posts and stories
- Logo placement on website, brochure and event collateral
- One Page in Brochure
- Recognition in monthly blog posts
- Pull-Up banner at events
- Business introduction on Website
- Logo placement in credits on Change-Up production

DESSERT

\$10,000 per year
\$833 per month

- Recognition on our social media platforms on all post and stories
- Logo placement on website, brochure and event collateral
- Two pages in brochure
- Recognition in monthly blog posts
- Half page blog post (monthly)
- Pull-Up banner at events
- Business introduction on website
- Logo placement after movie
- Full brand recognition through all collateral
- Logo placement in credits on Change-Up production

YOUR SPONSORSHIP PACKAGE

Together we can create a change! To make visions and dreams become a reality we need your help.
We can't thank you enough for becoming a sponsor of the Change-Up Project Inc. IA4636128
Please fill in all details below and send back to info@changeup-project.com

Your sponsor package

BREAKFAST
 \$1500 per year
 \$125 per month

LUNCH
 \$3000 per year
 \$250 per month

DINNER
 \$6000 per year
 \$500 per month

DESSERT
 \$10,000 per year
 \$833 per month

Your donation:

Services
 Product

Services
 Product

Services
 Product

Services
 Product

Notes:

Company: _____ Full Name: _____ ABN: _____

Address: _____ Email: _____

Postcode: _____ State: _____ Phone: _____

Date: _____ Signature: _____



IF NOT NOW, WHEN?



DONATE NOW

  [changeup.project](https://www.changeup-project.com)
[changeup-project.com](https://www.changeup-project.com)

info@changeup-project.com
0475 350 314



Sponsored by

