



20   
HANDS ACROSS THE WATER  
**RUN**  **TO**  
**REMEMBER**





## THE STORY OF HANDS, OUR KIDS, AND PETER BAINES

Peter Baines OAM, was a forensic specialist who was sent to Thailand as part of the Australian contingent that was charged with the task of leading the international identification effort of the 5,395 bodies that were recovered after the 2004 Boxing Day Tsunami. It wasn't the death that inspired him, but the hope and the opportunity to do something for a small group of kids living who had lost their families and homes.

Much has changed with the growth of Hands over the last two decades. In addition to meeting their immediate needs there is a focus on creating opportunities to live independent and meaningful lives for the children. The work of Peter and the charity has a focus on supporting those who support the charity. They achieve this by aligning shared experiences to the ESG goals and targets that many of their corporate partners hold. The goals of the charity of obtaining sustainable growth is indeed aligned to the business values of many of those who choose to partner with the charity.

# THE WORK OF HANDS

---

Whilst Hands started as a result of the Boxing Day tsunami, the work and reach quickly grew throughout Thailand. For the areas we serve in Thailand we are regularly the first port of call of Government agencies seeking to place children without family options. We measure our success not in the number of kids or the homes built, but in creating a life of choice, rather than one of chance.

We attribute a lot of our success to the building of communities both in Thailand and within Australia.

## HERE'S WHAT WE HAVE ACHIEVED



We have raised over  
AU\$30,000,000

100%

Until Covid, 100% of  
donors funds went direct to  
the kids and communities \*



Largest annual contributor  
of any Australasian charity  
to Thailand



Support or Operate in  
seven different locations  
across Thailand



Provided funding to 35 of  
our kids who have now  
graduated from University



Since 2009 Hands has  
hosted 40 charity  
bike rides in Thailand



Over 1000 riders have  
travelled from 7 different  
countries to join our rides



500,000 people have  
engaged with our riders  
on their journey \*\*



Our combined riders have  
traveled over 1 million  
kilometres on the roads of  
Thailand

\* Currently sitting at 85%

\*\* We estimate each rider would engage with 500 of their connections during the ride campaign

THAILAND

**Baan Home Hug**  
YASOTHON



**Baan Tharn Namchai**  
KHAO LAK



## THE EVENT

Starting on the 1st of December 2024, the Founder of Australian charity Hands Across the Water, Peter Baines OAM, will embark on a 1320km run. The “Run to Remember” will leave from the town of Yasothon in the North East of Thailand and continue for the following 26 days to the town of Takua Pa in the South.

Peter will be running a daily average of 51kms over the 26 days to reach his destination of the 2004 Boxing Day tsunami memorial. The timing of his arrival, the 26th of December 2024, will coincide with the 20 year anniversary of the event that claimed and changed so many lives. At the conclusion of the Run to Remember, Peter, will return to Thailand a few weeks later to lead the 20th Anniversary bike ride over 800km from Bangkok to Khao Lak, this time accompanied by 50 fellow riders and supporters of Hands Across the Water. The 20 year anniversary ride will finish at the tsunami memorial on the 25th of January 2025. The finale to this epic adventure will be a gala dinner to be hosted at a premium hotel in Khao Lak on the evening of the 25th of January 2025.

# SETTING RECORDS

---

Whilst the timing of the run will conclude with the anniversary of the tsunami, it is that very event 20 years previous that led to the formation of Hands Across the Water. During the years that followed the establishment of Hands, the charity and its supporters have achieved remarkable success and change for the children and communities they support.

To the best of our knowledge we believe that Peter will be the first person to run the 1320kms from Baan Home Hug the home supported by Hands in Yasothon, to Baan Tharn Namchai the home hands built in Takua Pa. It is with certainty that no Australian has ever run this route. The run will be a one-off event timed to coincide with the 20th anniversary of the tsunami. Peter has elected to undertake this ambitious goal to celebrate his own 20 year commitment to the people of Thailand that started with his deployment as a forensic specialist in the days after the tsunami to lead both the Australian and International teams in the identification of the victims who died.

Peter sees this as a chance to undertake something significant, bringing attention to the charity he founded in the aftermath of the tsunami to support those left behind and a personal ambition to challenge himself on a level he hasn't previously experienced. In Peter's words "It feels like a nice way to acknowledge the journey over the last 20 years and the incredible work that has been done by Hands. Each step will remind me of the progress the kids have made and the journey that lies ahead for them."

The significance of the starting location of the run at Baan Home Hug in Yasothon, is this is a home that Hands has been supporting since 2010. Hands has contributed significantly to the welfare of the children and community since their involvement in 2010.

The route for the run will leave Yasothon in the north east of Thailand and head south west through Bangkok before continuing south picking up the Gulf of Thailand. Peter will follow the coastline before he heads west crossing over the mountains to the west coast and finally arriving at Baan Tharn Namchai in the Pang Nga province of southern Thailand.



# ACCESS TO HANDS COMMUNITY

---

Hands Across the Water is a community located in Australia, Thailand and New Zealand that has built a following based on their desire to improve the lives of the children and their support of, and participation in experiences in Thailand. Since 2009, Hands has hosted charity bike rides in Thailand ranging in distance from 500km to 1600km, with well over a thousand riders having participated since inception.

The run through Thailand will break new ground when it comes to raising awareness and the profile of the charity. With 12 months lead in time there will be a PR campaign in both Australia and Thailand drawing awareness to the run, the charity and those supporting. We firmly believe that media will connect into the story of the run given the uniqueness of a foreigner running over 1300km, in Thailand in support of Thai children and communities.

It's envisaged that the end of the run will culminate in a worldwide focus on Thailand as it reflects upon the events of 20 years previous. The conclusion of the run will no doubt be a "feel good" story charting the support of Thailand, the commitment of the charity and the run itself.

We expect the audience reached due to the uniqueness of the event will capture those in both Australia and Thailand. It will be those interested in human interest stories, endurance events and running.

The "ASICS State of Mind Study" found that Thailand had well above the Global averages when it came to participation and physical activity on a generational level with Millennials, Gen X and Baby Boomers will above the Global averages. The same study found that running was the second most popular activity in Thailand and growing in participation.



DATABASE

**16,000+**

Subscribers



SOCIAL

**12,000+**

Followers



WEBSITE

**1,000+**

Monthly Visitors

# WHY SPONSOR

---

The uniqueness, the timing and the human interest side of this run creates a great coming together for sponsorship that builds brand awareness, product association and positions sponsors with a socially responsible cause. The success of Hands Across the Water in raising well over \$30m AUD since inception has always been to look for positive returns for those who in turn support the charity. The mindset has always been to create a positive return for sponsors on their investment and that same mindset will apply in this sponsorship opportunity.

## WE BELIEVE THE FOLLOWING RETURNS EXIST FOR SPONSORS

### NEW BUSINESS



The run will be conducted over 26 days with a growth in focus and attention as it comes towards the conclusion. In the days leading up to the 26th of December 2024, the world will pause to reflect on an event that claimed between 250,000 and 300,000 lives and 5395 in Thailand alone. The international media, the domestic media in both Thailand and Australia will be searching for an angle to the story and reporting that is different. The run gives them that point of differentiation. Brand association with the run, the charity and the work to date of the charity positions sponsors well to reach new markets and new clients.

Your consumer base have demonstrated through their buying behaviour that they will have eyes on this event. They will be attracted to the story as it unfolds and will be cheering on from the sidelines. Their connection to the event, to the run and to the cause can very much be through their association with your (product/services).

### BRAND VISIBILITY



Through an engineered campaign that will result in significant organic growth of the run, the timing of the finish ensures global visibility of the run and those supporting it. The biggest exposure is likely to be in Thailand followed by Australia. A professional PR firm will be retained by Hands Across the Water to ensure maximum, relevant exposure is obtained for the charity and sponsors.

### NETWORKING & CUSTOMER ENGAGEMENT



The run will pass from the north through Bangkok prior to heading south to the resort area of Khao Lak. The run through Bangkok will be made half way through the run and it is proposed to host a community run in Bangkok to engage the local community of Bangkok. The half way point of the run and presence in Bangkok will ensure media attention and connection with high valued customers during this event. There will be opportunities for sponsors to conduct their own activations during this event.

### PARTNERSHIP



There is a high potential return for sponsors via their partnership with what is and has been for many years the largest contributor of any Australian charity to Thailand. Peter has received various awards including an Order of Australia Medal in 2014, for his International Humanitarian work, and in 2016 he was awarded The Fifth Class of the Most Admirable Order of the Direkgunabhorn awarded by the King of Thailand. The charity is beyond reproach and Peter is an ideal ambassador to attach your brand to given his decades of service and life as a leading humanitarian and philanthropist.

# SPONSORSHIP INVESTMENT

---

Rather than creating a tiered and rigid sponsorship proposal we invite you to work with the team at Hands in developing a sponsorship agreement that is within your budget.

We have an entry point of sponsorship at \$5000 and the opportunity for one sponsor at \$250,000. The inclusions and engagement opportunities will be built in conjunction with our sponsors to help achieve your desired goals from supporting this unique event.

## I'M ALL IN!

---

Naming Rights Sponsor  
\$250,000

## I WANT TO BE INVOLVED

---

Individual Touchpoint  
Logo Placement  
\$5,000

## KEY ACTIVATION POINTS AT A GLANCE

---

- 12 months exposure and recognition through Peter's keynote presentations pre run 2024
- Pre departure Events late 2024
- 26 days during the run
- Bangkok community run event mid December
- End of Run Celebrations
- 800km bike ride Bangkok to Khao Lak Mid January with 50 riders
- Night of Celebration Gala Dinner 25th of January 2025
- 12 months exposure and recognition through Peter's keynote presentations post run 2025.

## HOW THE FUNDS WILL BE USED

---

The ultimate fundraising goal when combining the Run to Remember, the Ride to Provide and the Night of Celebration Gala Dinner is to raise a collective \$1million AUD.

### **The funds will be used across three areas:**

1. To guarantee the continued access to University education for the graduating students
2. The Establishment of a Hospitality Training Centre for the skill development of local youth
3. Creating access to further education and development for children with physical and learning disabilities



## QUALITATIVE RETURNS FOR SPONSORSHIP

Peter Baines is an International keynote speaker who speaks weekly on the national and international speaking circuit sharing lessons and insights from his time working in crisis and disaster fields across the world along with his stories of the humanitarian work in establishing and leading Hands Across the Water. Peter's keynote presentations are delivered to corporate groups, industry association conferences, government and non-government groups. His client base is wide, varied and extensive.



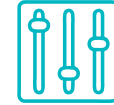
### RECOGNITION DURING KEYNOTES

Throughout 2024 in the lead up to the run and then beyond the run, Peter will include within each of his keynotes recognition of his sponsors who are supporting him in this journey. This exposure of sponsors has the potential to reach a diverse and extensive audience group.



### BRAND EXPOSURE

In recognition of the opportunities that are before Hands Across the Water for exposure and reach throughout 2024 and culminating in the anniversary, a professional PR agency has been retained to maximise the exposure of the charity and its partners. Resources committed in this area will ensure quality exposure reaching the desired market.



### CUSTOM OPPORTUNITIES

We will work in collaboration with you to develop Tailored sponsorships that meet your specific objectives.



### SOCIAL GOODWILL

Significant data exists that a companies pro-social activities can have a significant impact not only on consumers goodwill towards the firms brand, but also on their beliefs about the companies products, services and values over all. Peter is the author of Doing Good by Doing Good which was his second book and is the blueprint for companies transforming their Corporate Social Responsibility from a cost centre to one of a profit centre. He brings that knowledge to the relationships he has with sponsors and partners.



### SOCIAL MEDIA COVERAGE

Hands Across the Water retains a full time marketing manager with a strong skill set in the use and leverage of social media across various platforms. Your brand will feature predominately in our social media in the lead up and during the run, including the website of Hands Across the Water and Peter Baines and in our email campaigns.



### PARTICIPATION OPPORTUNITIES

There may be no desire to join Peter in the run for a day or more, but there is the opportunity to run in relay for a set duration creating the opportunity to participate in the run. There is also a reserved spot on the 20th Anniversary Bike Ride that Peter will lead in January of 2025, for sponsors.

# WHY HANDS

---

Hands Across the Water enjoys strong social credibility backed by a high level of transparency, governance and compliance. The charity is registered and enjoys tax deductibility status in Australia, Thailand and New Zealand. The personal profile of the founder Peter Baines, enjoys similar credibility and high levels of recognition. The events surrounding the anniversary of the 20th year of the tsunami and the run that will be undertaken by Peter will only further add to the awareness and credibility of the charity and those supporting it.



# NEXT STEPS

---

We invite you to consider the appropriateness of this proposal against your sponsorship commitments for 2024/2025. Should you see an alignment or desire to learn more we believe that Peter himself is the best person to meet with and discuss the potential opportunities.

He can be contacted on +61 (0) 438 145 219 or email [peter.baines@handsgroup.org.au](mailto:peter.baines@handsgroup.org.au).

