Text

Description automatically generated

*Use this when approaching facilities and organisations about providing vouchers for a Healthy Rewards program.*

Dear [insert name],

[Introduce yourself]  

[Council name] is currently developing a new program called Healthy Rewards.

At the moment in [area], we know that [relevant sector/s e.g. junior clubs, arts and cultural groups] offer vouchers for fast food to children as rewards when participating in children’s [relevant sector/s e.g. sport, arts and cultural activities]. We’re concerned about this because these vouchers are very common and are a form of advertising used by fast food companies to build brand loyalty among consumers at a young age. They also draw families into their restaurants or encourage them to buy more products, making companies a lot of money at the expense of children’s health.

Healthy Rewards offers kids a fun and active alternative to the unhealthy food vouchers. The vouchers offer free or discounted [activity relevant to your Council’s program, e.g. entry to local sports and recreation] and are a great way to recognise [relevant group, e.g. junior sporting club players, members] as well as promote the fantastic activities available for families in our community.

We’re looking for organisations/facilities like yours who would be willing to contribute vouchers for free or discounted [activity relevant to facility/organisation, e.g entry to local sports and recreation].

Some of the benefits for your organisation/facility to contribute are:

* [let them know if council is able to make a financial contribution or offer a subsidy]
* acknowledgement of your organisation/facility on council’s website and in promotion about the Healthy Rewards program
* exposure of your organisation/facility, to children and families, increasing the likelihood of return visits
* [insert the following statement where you will not be offering vouchers for supervising parents and siblings. Note your council will need to consider the equity of this approach in your area (i.e. even if child has a free voucher, supervising parent may not able to afford admission)] financial benefit where accompanying family members to the child receiving a voucher will pay for admission/participation.

We are open to discussing with you how many vouchers you can reasonably provide, or a trial period if needed, to see how well the vouchers are used.

If you’re interested in joining Healthy Rewards and teaming up to create a healthier place for our kids to grow, let us know. We’d love to discuss your involvement in this program.

Many thanks,

[insert name]