



Integra Sponsorship Communication Package

Integra Coast to Coast Ride

March 2021

Draft Staff email, Newsletter article, and email to your clients

We are delighted to announce that as part of our commitment to positive mental health and wellbeing we are sponsoring the Integra Coast to Coast Ride.

Two brothers – Brian and Ian Schumacher – whose families have several current ADF members and first responders – are embarking on a monumental bike ride from Fremantle, Western Australia to Sydney, NSW during April, and May 2021.

The ride will traverse some 4,400 kms and take approximately 44 days.

The planned route will take this small, dedicated team through many small communities and towns along the way in WA, SA, Victoria, the ACT and NSW.

The two brothers are seeking to raise funds, through Corporate Sponsorship and public donations for the charity – Integra Service Dogs Australia (Integra) – and raise awareness of the role of quality assistance dogs working alongside those who serve our community and country.

Integra dogs are specially trained canine guardians for veterans and first responders who are suffering Post Traumatic Stress Disorder (PTSD). The dogs are trained to become emotionally tuned to their handler and provide unconditional support through the trauma and stresses of everyday life. It costs approximately \$30,000 to train, match and place an Integra Dog with a veteran or first responder (such as former police officer or emergency services worker) suffering from PTSD.

Apart from our Corporate Sponsorship there are two ways you could support the Ride.

As an individual, family or work team you could raise funds and directly sponsor the brothers ride or join the Integra Virtual Charity Ride with Anna Meares.

The Integra Virtual Charity Ride with Anna Meares compliments Brian and Ian's ride. It's a virtual reality one hour ride with dual Olympic gold medallist and eleven time world champion Anna Meares on National Therapy Animal Day – Friday 30 April. It is a bike event where riders participate through the Zwift platform and can chat with Anna. Simply make a donation and join Anna's ride (go to www.isda.com.au/coast-to-coast-ride/ for further details).

I urge you all to get behind this great cause. Help Integra help those who have served. You can sponsor Ian and Brian's ride, Join the virtual ride, and be sponsored by your friends, family, and colleagues - go to www.isda.com.au/coast-to-coast-ride/.

It is a great way to give back to the community.

Integra's Call to Action and Key Messages

CALL TO ACTION

- **Integra Service Dogs Australia Transforms and enriches the lives of Veterans and First Responders**
- **Help us help those who have served – sponsor Brian and Ian on Integra's Coast to Coast Ride today at www.isda.com.au/coast-to-coast-ride/**
- **Our Heroes need your help – donate to the Integra Coast to Coast Ride today at www.isda.com.au/coast-to-coast-ride/**
- **Donate and ride with Anna Meares for an hour at www.isda.com.au/coast-to-coast-ride/**

KEY MESSAGES

- **Today over 100 assistance dogs are transforming and enriching the lives of Australia's Veterans and First Responders – with your help we can do more.**
- **Integra Service Dogs Australia is a specialist service founded by Veterans to help Veterans and First Responders impacted by Post Traumatic Stress.**
- **Integra Service Dogs Australia aims to transform and enrich the lives of veterans and first responders.**

About Integra

- Integra's mission is to support people suffering from Post-Traumatic Stress Disorder (PTSD) and other mental health-related illnesses, as a result of trauma during service.
- Integra does this by providing highly trained Service Dogs that provide security, assistance, and friendship. Our Service Dog Training Program provides veterans and first responders with renewed purpose, confidence, and unconditional support.
- Integra has provided over 100 dogs to veterans and first responders in need.
- The positive impact of service dogs has a profound effect on PTSD symptomology, including reducing the instance of suicide. It is also an enormously efficient and low-cost intervention.

What makes Integra unique?

- Integra is a unique therapy program different to others in the veteran community as the veteran is empowered and responsible for training their service dog themselves as a key part of the recovery and rehabilitation process.
- Integra is grounded in the concept of veterans helping veterans, whereby ongoing support is gained from within the Integra's network to create an authentic and close-knit community.
- Integra operates on a unique funding model, as a private not-for-profit organisation where all funds raised go into the delivery of exceptional Labrador service dogs.

Our Patrons

- Integra Service Dogs Australia is proud to have Their Excellencies, the Governor- General and Mrs Hurley as Patrons.
- His Excellency and Mrs Hurley have been strong supporters of Integra 's work over and maintain a keen interest in the ongoing support provided to veterans and first responders.

Ambassadors

- Integra is proud to have the following Ambassadors: Anna Meares, Grant Edwards, and Matty Brumby

Funding

- Integra is a registered charity funded by corporate philanthropy and public donations,
- Integra was recently added to the panel of providers for the Department of Veterans' Affairs, Rehabilitation Appliance Program – Psychiatric Assistance Program.
- All funds raised go into the delivery of exceptional Labrador service dogs for veterans and first responders.
- Integra needs the public's support to help continue the positive impact being seen in the veteran and first responder community, so that they can expand this even further.
- Donations can be made by visiting www.isda.com.au/coast-to-coast-ride/

Virtual Ride

- The Integra Virtual Charity Ride with Anna Meares compliments Brian and Ian's ride. It's a virtual reality one hour ride with dual Olympic gold medallist and eleven time world champion Anna Meares on National Therapy Animal Day – Friday 30 April at 7.00am AEST. It is a bike event where riders participate through the Zwift platform and can chat with Anna.
- Simply make a donation and join Anna's ride (go to www.isda.com.au/coast-to-coast-ride/ for further details).
- It is a great way to give back to the community.
- Whatever your cycling experience may be, and wherever you live, you can take part. Just donate and join Anna.

Frequently Asked Questions

- Integra was founded in 2016 to deliver the vision established by Mr Ken Lloyd, OAM MSc JP (NSW), which is to provide excellent service dogs to Veterans and First Responders who have served our country.
- 100% of all donations to Integra from the public go directly to supporting veterans, first responders and our dogs – we can assure you that no funds donated by you go to administration or hidden costs for the organisation. All of Integra 's staff work as volunteers, freely giving their time and expertise.

- Integra 's exceptional dogs support veterans and first responders which leads to reduced periods of hospitalization, reduced medication levels, helps individuals rebuild trust and relationships, and reconnect with family, friends and the community.

Approved Quotes

“This ride is a way for us to say thanks to our dedicated first responders, build awareness in the vital work of Integra Service Dogs Australia and raise needed funds” - Brian Schumacher.

“Integra’s work is important and a logical long-term investment in mental health and support. I am quietly confident that over time the evidence will accumulate that these wonderful animals do save lives” – Ian Schumacher.

“I’m proud to support Brian and Ian on their quest to ride and raise awareness and funds for such a worthy cause. After being involved with the Invictus Games in 2018 as an ambassador, meeting the service men and women and their families, and the dogs who support them through PTSD in their everyday lives was incredibly powerful and humbling. I would love to see support offered to Integra Service Dogs Australia help those who have served by sponsoring Brian and Ian on Integra’s Coast to Coast Ride. You can support by donating at www.isda.com.au/coast-to-coast-ride/ or sign up to ride a virtual hour on the Zwift platform with me in support of the brothers on National Therapy Animal Day Friday 30 April” said Ms Meares.

“While I wish I could ride with Brian and Ian on their amazing journey, I cannot, so instead I will be their biggest cheerleader throughout their journey and gather support on a virtual ride as well. I would love for you to get behind this great cause and cycle with me, Ian, and Brian and help Integra help those who have served” said Anna Meares.

“Linda and I are delighted to serve as Patrons of Integra Service Dogs Australia. Australia owes a debt of gratitude to our Veterans and First Responders and, by extension, their families. That is why the effort of Integra – its people, supporters and of course the dogs – is so critical. Integra’s mission, and the comfort and support they bring to those suffering from Post-Traumatic Stress Disorder, exemplify the richness of spirit to which we should aspire and that makes the nation the place it is.” His Excellency the Honourable David Hurley AC DSC (Ret’d), the Governor-General of the Commonwealth of Australia.

Images

Brain and Ian Schumacher



Ian Schumacher



Brian Schumacher



Ian (left) & Brian (right) at Les Darcy statue in Maitland NSW

Integra Dogs





Integra Logo



Integra Coast to Coast Logos



Stacked logo

INTEGRA 
service  dogs australia

2021 Coast to Coast Ride

Facebook Logo