

## Commercial

A social enterprise to underpin the operating costs of the charity, which maximises the impact of philanthropic donations Target of **\$1M** net profit pa

## People

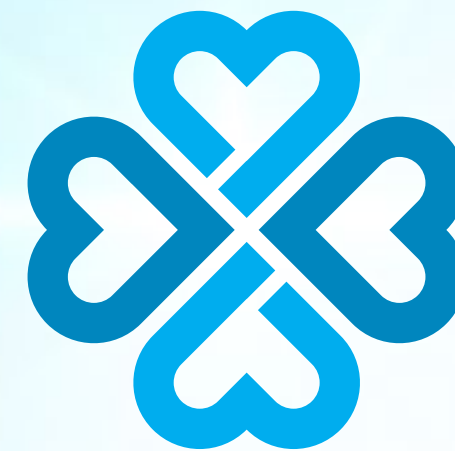
We will recruit and retain **25,000** members to The Common Good collectively contributing over \$30M over the next 4 years. Every \$44 powers another precious hour for research

## Brand

A known, trusted and respected brand that creates **100,000+** fans through direct engagement both online and offline, and a further **250,000+** Australians who know who The Common Good are through our activities.

## Research

We will invest **\$30m** over 4 years to support and sustain health and medical research into the chronic diseases which affect 90% of Australians.



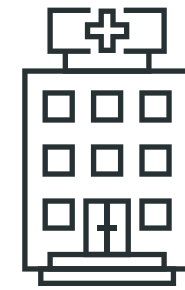
THE COMMON GOOD



# Our Challenge: to give everyone who comes into contact with The Common Good the opportunity to join



People who care about the long-term health of themselves, their family, and their community

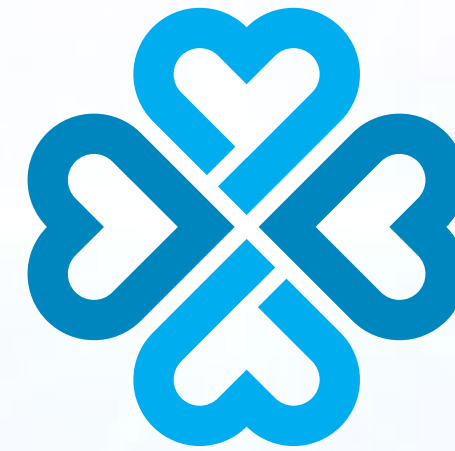


Every hospital patient / visitor

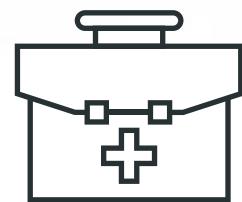


Every hospital staff member

WHO CAN BE PART OF



THE COMMON GOOD



Every household serviced by our hospital



Everyone who is concerned about chronic disease

Everyone who becomes part of The Common Good is delivered an experience that makes them feel valued and needed. It's tangible, real, transparent and has clear outcomes.