



The Pledge 2024

APPLICATION FORM

The Soldier On Pledge is how organisations demonstrate their commitment and support for Soldier On, veterans and their families.

Organisation name:

Industry:

Location/s:

Organisation overview:

Soldier On Pledge Partners are expected to demonstrate a real commitment to supporting Soldier On's vision to enable veterans and their families to thrive, by learning more about the veteran community, recognising veterans' high-level skills, fundraising and providing supportive workplaces.

Soldier On's mission is to enhance the support we offer our Participants to thrive, and we aim to do this through our valued partnerships. With our evolved Pledge Program we aim to provide best practice policy templates, guidelines, educational tools, and resources that will bolster your efforts in recruitment, employment, retention, and creating a veteran and family-friendly workplace culture within your organisation.

As part of The Pledge, we encourage organisations to commit to building lasting connection and support for Soldier On, ADF members, veterans and their families. This commitment is to veteran recruitment, retention, workplace culture and ongoing support for our national charity.

This commitment is maintained through ongoing communication between Soldier On Program and Engagement Officers, Pledge Program Manager and Pledge Partners – Both HR departments and Industry Champions.

Organisations wishing to sign The Pledge should apply via this Application Form and demonstrate how their organisation meets veteran-friendly recruitment, retention and workplace culture initiatives and how the company is best placed to support our charity.

There are four tiers of Pledge Partner levels with varying criteria as detailed below.

Criteria Highlights:

- **Engagement in Events:** Attend Soldier On networking events to foster connections within the veteran community.
- **Recruitment Support:** Recognise and support Soldier On candidates in recruitment processes, ensuring fair consideration.
- **Job Opportunities:** Provide job opportunities with Defence-friendly language on Soldier On's Job and Opportunities Board.

Gold

Description: Gold-level partners deepen their commitment by actively participating in a broad range of initiatives and programs that support veteran and families integration into civilian life and career development.

Includes Silver Level criteria highlights with the addition of:

- **Comprehensive Support:** Implement a robust veteran recruitment strategy and actively participate in Soldier On events and campaigns.
- **Promotion of Success Stories:** Create and promote veteran employment success stories through various channels, including Soldier On, social media and corporate communications.
- **Financial Support:** Sponsor or donate to Soldier On programs and initiatives, demonstrating a commitment to sustainable impact

Platinum

Description: Platinum-level partners exemplify the highest level of commitment by integrating comprehensive support strategies and consistently demonstrating impactful contributions over an extended period.

Includes gold Level criteria highlights with the addition of:

- **Holistic Support:** Provide ongoing financial sponsorship and donations to sustain Soldier On's critical programs and services.
- **Employee Engagement:** Encourage employee engagement through volunteerism and corporate support initiatives for Soldier On.
- **Continuous Learning and Advocacy:** Commit to continuous learning about veteran issues and active participation in advocacy efforts.

By defining these progressive levels of commitment, Pledge Partners can strategically align their support with Soldier On's evolving needs, ensuring sustained impact and meaningful support for serving and ex-serving veterans and their families across Australia.

Platinum+

Elevating your Partnership

The **Platinum+** partnership represents the pinnacle of commitment and support to Soldier On and the Defence community. Partners at this level demonstrate exceptional dedication through initiatives that significantly impact the lives of current serving and ex-serving veterans and their families. This elite status recognises Pledge Partners that not only meet but exceed the highest standards of engagement, innovation, and sustained commitment to Soldier On. Platinum+ is reserved for Platinum Partners who have 12+ months of continuous support at Platinum level and have contributed significantly with donations and sponsorship.

For further details on Platinum+ partnership, we invite you to schedule an appointment with our Pledge and Partnerships team. Together, we can explore how further partnership can make a profound difference in empowering veterans and their families to thrive through ongoing collaboration with Soldier On.

For more information contact partnerships@soldieron.org.au.



**Commit to The Soldier On Pledge
and you will be helping serving
and ex-serving veterans and
their families to thrive.**

Which Pledge Partner level are you applying for?

**Platinum + is awarded not applied for*

Platinum (existing Pledge Partners only)

Gold

Silver

Please advise of any support your organisation is currently providing toward veterans and their family members. National Partnership Manager – Pledge will review the information provided to assign the respective Pledge Partner level.

Recruitment:

How does your organisation facilitate and promote recruitment of veterans and their family members?

Retention (including training and development):

What processes are in place to ensure veterans, and their family members are retained, supported and upskilled as valuable employees?

Workplace culture:

How does your organisation demonstrate its commitment, thanks and awareness to the veteran community and Soldier On?

Commitment to Soldier On:

How does your organisation demonstrate its commitment to the charity and it's contribution to the broader social and corporate responsibility landscape.

Companies applying for Platinum, Gold or Silver Pledge Partner status demonstrate their ongoing commitment to Soldier On with an annual minimum subscription of the following:

Contribution Amounts:

To further support our Pledge Partners in their commitment to Soldier On, we are pleased to introduce a flexible payment option with the new feature of monthly instalments. This allows partners to manage their contributions more conveniently, spreading the cost over the year without any additional financial strain. Whether you opt for a one-time annual payment or take advantage of our monthly instalment plan, our goal is to provide flexible solutions that align with your organisation's financial planning and budgeting needs. The following chart details contribution levels based on your organisation's annual income generation.

	Small (0 - \$10m)	Medium (10m- \$50m)	Large (\$50-\$250m)	Enterprise (\$250m+)
Annual contribution	\$1,000	\$2,500	\$5,000	\$8,000
Monthly option	\$85	\$210	\$420	\$670

**Monthly Option must select Credit Card Payment Method*

We commit to a subscription to Soldier On for the amount of: \$

We commit an additional tax deductible donation for Soldier On's veteran and family programs for the amount of: \$

Payment methods

Invoice

Direct Debit

Credit card

The Soldier On Pledge works with companies to provide ongoing support for veteran and family employment. Building connections and communication across teams strengthens The Pledge. HR and Industry contacts can be listed in this application process. We encourage multiple contacts as and where possible to build continuity of contact and support for the veteran community, their families and The Pledge.

Recruitment point of contact/s (Multiple contacts are optional):

Name:

Role:

Email: **Phone Number:**

Address:

Industry Champion/s (Multiple contacts are optional)

Industry Champions are a senior business representative who will form a vital connection point to share with staff the organisation's commitment to supporting the veteran community. It is expected this Industry Champion will also work with Soldier On to build awareness and links to the wider veteran community.

Name:

Role:

Email: **Phone Number:**

Address:

By submitting this application, you are committing to help enable veterans and their families to thrive.

Thank you for your interest and application to become a Soldier On Pledge Partner, and for your support of veterans and their families.

For any questions or information, please contact the Soldier On team pledge@soldieron.org.au.