

UnLtd[™]

THEORY OF CHANGE

Measuring What We Mobilise, Deliver and Influence

PURPOSE AND POSITIONING

UnLtd[™]

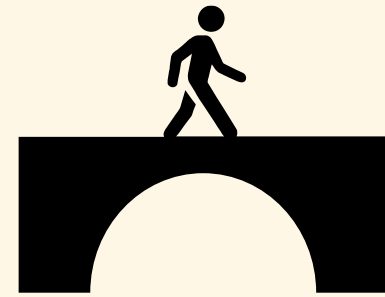
WHY UNLTD EXISTS AND WHAT PROBLEM IT SOLVES

PURPOSE OF UNLTD



UnLtd exists to end systemic disadvantage and create unlimited opportunity for children and young people.

BRIDGING CAPABILITY GAPS



UnLtd connects charities with the marketing and creative industries to access strategic, creative, and communication capability.

SUPPORTING CHARITIES



UnLtd strengthens charities by launching campaigns that grow their visibility, influence and reach.

FOCUS ON SYSTEMIC INEQUITY



UnLtd backs evidence-led organisations focused on prevention and lasting change.

WHY UNLTD MATTERS

HEAR FROM CEO PHILIPPA MOIG ON HOW UNLTD MOBILISES THE ADVERTISING, MEDIA AND CREATIVE INDUSTRIES
TO CREATE LASTING CHANGE FOR CHILDREN AND YOUNG PEOPLE.



UnLtd

Unlimited gives donors a powerful way to
support multiple charities

unltd.org.au

STRATEGIC FOCUS AREAS

UnLtd[™]

THESE IMPACT LANES DEFINE WHERE UNLTD CHOOSES TO INVEST ITS EFFORT AND PARTNERSHIPS.

START

Early childhood, safety, identity and culture.

Why this matters for impact:

Early conditions are the strongest predictors of long-term outcomes. This is where prevention has the highest payoff.

HOME

Housing stability and safety.

Why this matters for impact:

Housing stability is a precondition for education, wellbeing and participation. It is one of the most measurable foundations of change.

BELONGING

Mental health, identity, participation and voice.

Why this matters for impact:

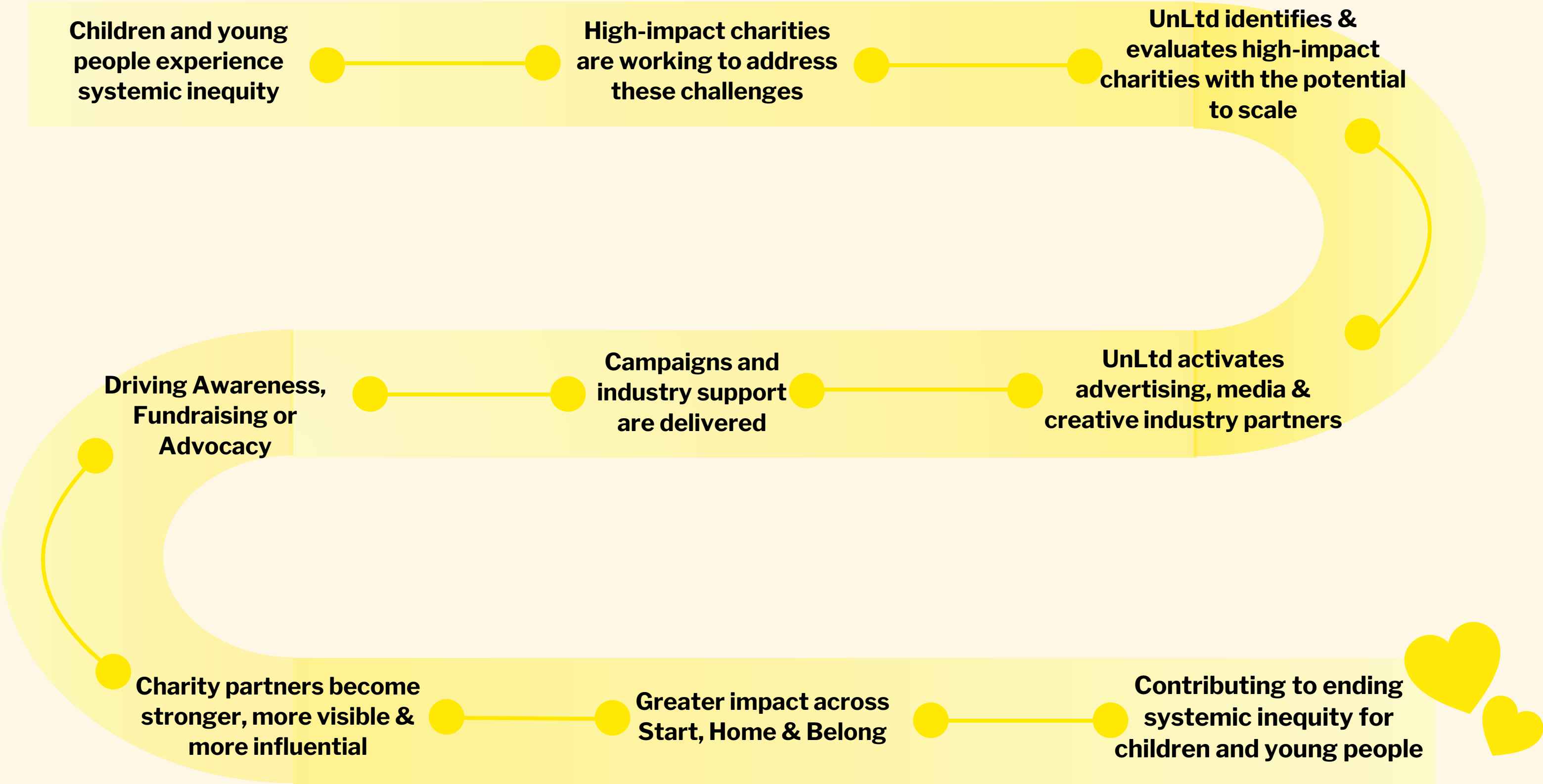
Belonging predicts wellbeing, resilience and help-seeking. It is a measurable social condition, not a “soft” concept.



HOW CHANGE HAPPENS

UnLtd[™]

UNLTD'S THEORY OF CHANGE





UNLTD MULTIPLIER.

**EVERY \$1 INVESTED MULTIPLIES TO
\$22.50 IN SOCIAL IMPACT VALUE.**



UNLTD: POWER TO CHANGE

**WE TURN INDUSTRY GOODWILL
INTO LIFE-CHANGING IMPACT.**

THE THREE CAMPAIGN PATHWAYS

UnLtd[™]

TYPES OF CAMPAIGNS

1

AWARENESS

Awareness campaigns increase understanding and visibility of an issue, an organisation, or a charity and its programs.

2

FUNDRAISING

Fundraising campaigns aim to generate donations and supporters, providing essential resources for charity growth and sustainability.

3

ADVOCACY

Advocacy campaigns focus on influencing attitudes, behaviours, policies, or practices affecting children and young people.

**Distinct Campaign Pathways,
each with different goals and
evaluation methods.**

WHAT UNLTD MEASURES

UnLtd[™]

INDUSTRY MOBILISATION METRICS

UnLtd measures **ONLY** what we can directly deliver and influence.

UnLtd does not attempt to aggregate service delivery outcomes across all charity partners because every organisation works differently, serves different communities and measures impact differently.

INDUSTRY PARTNER ENGAGEMENT

UnLtd measures the number and types of industry partners engaged, including media agencies, media owners/publishers, creative and production companies, research, PR, digital and content agencies.

VOLUNTEER HOURS CONTRIBUTION

Skilled volunteer hours are tracked to reflect professional expertise provided by partners and the value of that donated skilled time and expertise.

DONATED MEDIA AND CREATIVE VALUE

Donated media, creative, production, and research values are measured using partner-provided valuations to quantify contributions.

SOCIAL IMPACT VALUE AGGREGATION

These inputs are combined into a Social Impact Value, showing industry contribution enabled by UnLtd partnerships.

CAMPAIGN DELIVERY AND OUTCOME METRICS

Metrics include number of campaigns, charity partners supported, campaign types, and volume of assets produced. Reach, impressions, and engagement measure distribution and visibility.

1 AWARENESS

Success Measures

- Awareness (brand) uplift
- Message recall/sentiment
- Website traffic and key page metrics
- Search volume uplift
- Social channel growth and social content engagement
- Media coverage / earned value
- Actions taken / EDM growth

2 FUNDRAISING

Success Measures

- Total funds raised during the campaign period
- New donors and regular givers acquired
- Donor retention where available
- New corporate partners
- Value of bequests submitted during campaign period

3 ADVOCACY

Success Measures

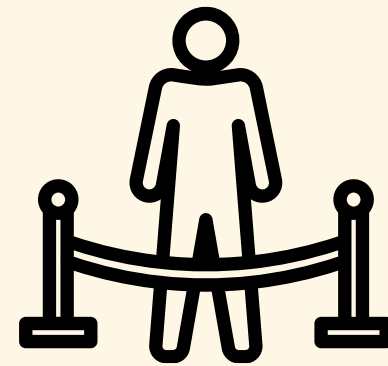
- Advocacy actions
- Petition signatures / EDM growth
- Community mobilisation
- Stakeholder engagement
- Policy engagement
- Institutional responses
- Media sentiment

BOUNDARIES, ATTRIBUTION AND INTEGRITY

UnLtd does not aggregate:

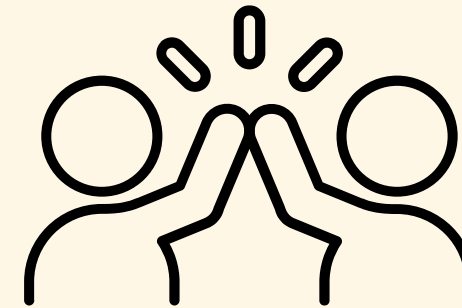
- Number of children reached
- Service delivery outcomes
- Housing outcomes
- Educational outcomes
- Mental health outcomes
- Beneficiary outcomes across all charity partners

BOUNDARY SETTING



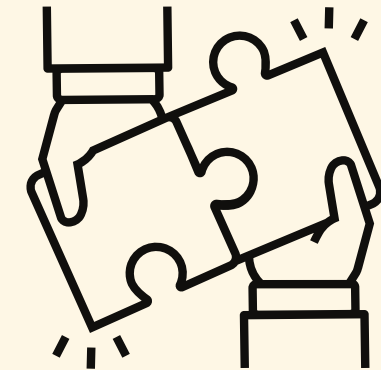
UnLtd clearly defines limits by not aggregating diverse and context-specific outcomes of charity partners.

RESPECTING ATTRIBUTION



UnLtd avoids double-counting by respecting charity partners' expertise and unique theories of change.

COMMITMENT TO INTEGRITY



UnLtd focuses on honest reporting and meaningful contributions, maintaining integrity in impact articulation.

DATA COLLECTION AND REPORTING

UnLtd[™]

DATA COLLECTION FRAMEWORK

CATEGORY	FREQUENCY	SOURCE
Industry head hours	Quarterly	Industry partners
Donated media value	Quarterly	Industry partners
Creative and production value	Quarterly	Agency and production partners
Campaign delivery metrics	Pre, mid and post	Agency and charity reporting
Awareness outcomes	Pre, mid and post	Agency and charity reporting
Fundraising outcomes	Pre, mid and post	Charity fundraising reporting
Advocacy outcomes	Campaign close and follow-up	Stakeholder reporting
Social Impact Value	Quarterly and annual	UnLtd Social Impact Value Tracker

Comprehensive Data Collection

UnLtd collects diverse data quarterly from partners, including donated media value, creative and production value, and head hours for skilled services.

Campaign Metrics Tracking

Campaign metrics (tailored to each campaign KPI’s) are tracked using a mix of agency tools, research methods, and charity platform analytics.

Focus on Adaptation and Learning

Qualitative insights complement quantitative data to support continuous improvement and adaptation of strategies.

CAMPAIGN CASE STUDIES

UnLtd[™]

USING CREATIVITY TO DRIVE PREVENTION

Bravehearts
EDUCATE + EMPOWER + PROTECT





GROOMING HIDES
BEHIND HARMLESS.

79% OF SURVIVORS
KNEW THEIR ABUSER.

WE SHONE A LIGHT ON GROOMING – TO PROTECT CHILDREN FROM SEXUAL ABUSE.

1 in 4 kids in Australia have experienced child sexual abuse. For girls, it's even higher – 1 in 3. In 79% of cases, the abuser is known to the child. Grooming Hides Behind Harmless campaign educates parents to spot the signs to prevent sexual abuse.

“The Bravehearts video gave me the courage to finally speak to my 81 yr old father about painful childhood abuse, helping us both understand and begin to heal.”

Anonymous viewer

Bravehearts
EDUCATE + EMPOWER + PROTECT

ENGINE

Wavemaker

UnLtd



GROOMING HIDES
BEHIND HARMLESS.

79% OF SURVIVORS
KNEW THEIR ABUSER.

\$6M

Media Inventory

226M

Impressions

138%

Increase in Parent Guide
downloads

310%

Increase in support line calls

UNITING AN INDUSTRY TO HELP END BULLYING



Dolly's Dream and EssenceMediacom Partnership
Powered by UnLtd





Help break the silence around bullying

WE HELPED BREAK THE SILENCE AROUND BULLYING.

1 in 4 kids get bullied, but only 1 in 7 will tell anyone. Dolly's Dream and EssenceMediacom got together to spread the message of speaking up, even if your voice shakes. This powerful campaign has been supported with a whopping \$15M worth of media to help break the silence around bullying and raise awareness of Dolly's Dream.

[Watch the campaign](#)

essence
mediacom

Dolly's
Dream

UnLtd



\$15M

Media Inventory (FY26 results)

\$2.3M

Funds Raised (FY26 figures)

\$53K

Funds raised directly by
EssenceMediacom

93.8%

% of Australians the
campaign reached



#Raise
The Age

CHANGING THE CONVERSATION



Aboriginal and Torres Strait Islander viewers are warned that the following video may contain images of deceased persons.



WE STOOD UP TO STOP CHILDREN BEING SENT TO PRISON.

The Raise the Age NSW campaign raised public awareness of the fact that 10 is the age of criminal responsibility in NSW.

“The talkability of this campaign is excellent - we know people are talking to their families, friends and communities after seeing it. This is the kind of momentum we need to see governments make better, evidenced based policy.”

Emily Mayo, Campaign Lead, RTA NSW



58%

Increase in people agreeing that the age should be raised after seeing the campaign

1/3

Of campaign viewers have taken action

70%

Of the campaign viewers believe in more investment in early intervention and prevention

FINAL POSITIONING

UnLtd[™]

CREATING THE CONDITIONS FOR LASTING CHANGE

WE FOCUS ON

Impact lanes of

- Start
- Home
- Belong

WE MEASURE

A framework of

- Industry mobilisation
- Skilled services
- Campaign outcomes

WE CREATE CHANGE THROUGH

Campaigns that have very clear goals

- Awareness
- Fundraising
- Advocacy

WE CONTRIBUTE TO

Stronger charities, stronger movements, and greater capacity to address systemic inequity affecting children and young people.

LONG TERM OUTCOMES

UnLtd activates the advertising, media, and creative industries to deliver awareness, fundraising, and advocacy campaigns that help our charity partners become stronger, more visible, and more influential. The resulting growth in awareness, funding, partnerships, advocacy impact, and organisational capability enables charities to expand their reach, strengthen their services, influence systems, and create lasting change for children and young people and the communities around them.

LET'S REWRITE THE FUTURE.