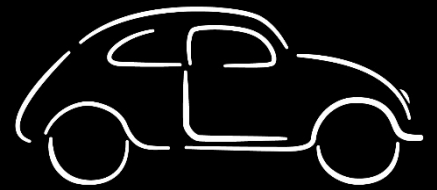


# LIVE LIKE HER CHALLENGE

---



Women over 55 are the fastest  
growing homeless population  
in Australia



# ABOUT THE CHALLENGE

---

**The Forgotten Women** is a not-for-profit initiative dedicated to supporting women over 55 who are experiencing, or at risk of, homelessness. After a lifetime spent caring for others and contributing to our communities, many older women now find themselves without financial security, without stable housing and sadly forgotten.

In 2026, the average age of the women we are supporting is 72, underscoring the urgent need to respond with dignity, security, and respect for a generation that has given so much. **The Forgotten Women** works to change the plight of these women through securing and building fit for purpose housing. By providing safe homes, we enable them to age in place with dignity and without fear of homelessness.



The **Live Like Her Challenge** plays a critical role in this mission. Participants in the Challenge spend one night living in their cars to raise funds that directly contribute to housing outcomes for **The Forgotten Women**.

Through the delivery of safe, secure and affordable homes, **The Forgotten Women** delivers dignity while the **Live Like Her Challenge** mobilises the community to help.

---

## BRISBANE

3 September 2026

Skygate Multi-deck Carpark  
Brisbane Airport

## GOLD COAST

10 September 2026

Robina Town Centre  
Gold Coast

# BENEFITS OF SPONSORSHIP

YOUR SPONSORSHIP SUPPORTS OUTCOMES THAT DIRECTLY IMPACTS YOUR COMMUNITY AND LASTS WELL BEYOND THE EVENT

## AMPLIFY YOUR BRAND

- The event garners major media reach with coverage across TV channels, radio stations, social media, podcasts and newspapers / local guides.
- Your brand will be on display through logos, signage, event and digital promotions.
- Promotion of your brand's association with a credible, values-driven cause and meaningful community initiative that makes real and lasting change.

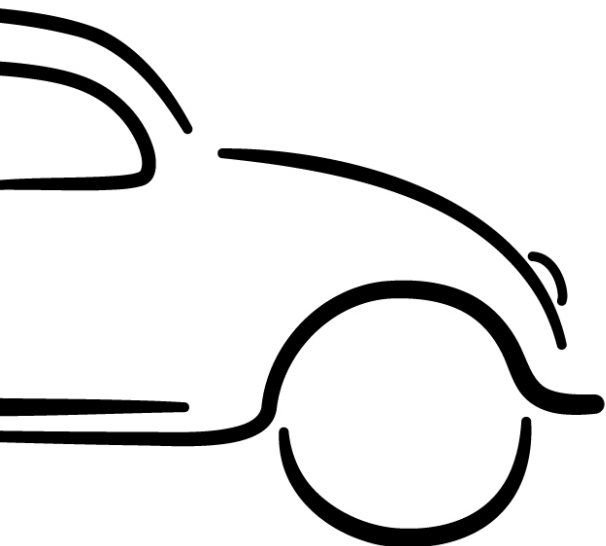


## EMPLOYEE ENGAGEMENT

- The immersive experience of the event gives staff a profoundly meaningful opportunity for connection and growth.
- The event provides opportunities for volunteering, team building and internal storytelling. We encourage sponsors to nominate teams to take part in the event through your free event registrations.

## NETWORKING

- The event provides a range of opportunities for socialising and networking. Sponsors will be introduced to key partners, ambassadors, community leaders, and business peers.



# FURTHER INFORMATION



[www.likelikeherchallenge.com.au](http://www.likelikeherchallenge.com.au)  
[www.theforgottenwomen.org.au](http://www.theforgottenwomen.org.au)

