



Partner with Fortem Australia for Thank a First Responder Day 2025

Fortem is seeking Australian businesses to partner with for Thank a First Responder Day to help magnify the impact of gratitude to the hundreds of thousands of first responders across the country who are always there for us when we need them the most.

We all know a first responder – they may be our father or mother, son or daughter, brother or sister. They could be our neighbour, another parent at school drop off, or a teammate on the sports field. Many first responders are also our employees who volunteer as a first responder outside of the workplace. They are ordinary people who do extraordinary things, and it's important we show them appreciation for all that they do.

What is Thank a First Responder Day?

Thank a First Responder Day is a national day of gratitude for first responders. All members of the community are invited to say 'thank you' to acknowledge the amazing and sometimes challenging work that first responders do.

First responders are always there when we need them the most, and that work can sometimes be distressing, traumatic and dangerous. Receiving gratitude and feeling appreciated can help boost wellbeing, so we want all first responders to know how much we appreciate them for what they do.

Thank a First Responder Day is held on the second Wednesday of June each year. This year it will be held on **Wednesday 11 June 2025**, and be preceded by 10 days of gratitude.



“Thanks” is more

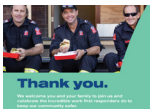
**than just a token word – it’s a symbol
of gratitude and respect for those who
do a job most of us could not do.**

How can my business or organisation get involved?

- Come on board as a Thank a First Responder Day sponsor or supporter.
- Host a Thank a First Responder Day event at your workplace on or in the lead up to Thank a First Responder Day.
- Provide promotional items or discounts for first responders on Thank a First Responder Day.
- Fundraise for Fortem Australia.
- Promote Thank a First Responder Day in your workplace and to your networks.
- Record a video of thanks or write a message of gratitude and post it on your social media.
- Post your videos and messages of thanks to the Fortem website.

Resources

Fortem has published a range of resources to assist businesses in participating in Thank a First Responder Day, including:



Printable posters, event invitations and thank you cards



Screen displays and screensavers



Social media tiles



Email signature banners

You can access these at thankafirstresponderday.org.au

How will Fortem recognise my contribution?

Fortem will publish messages and videos of thanks that are posted to the Fortem website, with some of these also used in our social media.

If you're holding a Thank a First Responder Day event, we'd love to include it in our calendar on our website – just let us know about it by emailing us at thankafirstresponder@fortemaustralia.org.au



#ThankAFirstResponder #PowerOfThanks #TAFRD

Public social media messages using these hashtags will appear on the Thank a First Responder Day website Gratitude Gallery.

We will also provide the following recognition for our key supporters:

	Level of support	Recognition
Sponsors	Donation of \$20,000 and above	Media release, website news story, co-branded collateral and social media and website recognition
Major supporters	\$5,000 - \$19,999	Website news story, co-branded collateral and social media and website recognition
Supporters	\$1,000 - \$4,999	Social media and website recognition
Event partners	Sponsors the delivery of a major Fortem event	Media release, website news story, co-branded collateral and social media and website recognition

All donations to Fortem Australia are tax deductible.

If you would like to chat about a sponsorship or supporter option that is not listed here, please reach out to us at thankafirstresponder@fortemaustralia.org.au

About Fortem

Fortem is Australia’s leading independent provider of mental health and wellbeing support for first responders and their families. We provide clinical, social connection and career management services for first responders and their families and publish a range of resources aimed at increasing mental health literacy.

As a not-for-profit organisation, our services are made possible through grants, government and corporate partnerships, and donations.

Get in touch

thankafirstresponder@fortemaustralia.org.au

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thankafirstresponderday.org.au

