

bears
of hope®

Pregnancy & Infant Loss Support

Online Fundraising Help make a difference



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INTRODUCTION

For parents and families navigating the grief of pregnancy and infant loss, seeing the future can feel impossible. You can help give them a place to start.

Bears of Hope Pregnancy & Infant Loss Support provides leading support and exceptional care for families who experience the loss of their baby. We provide crucial information and embrace families during their difficult time of loss, and beyond. There are two key elements to our program that guide families through their choices when saying Hello and Goodbye to their much loved baby.

Families receive a Bear of Hope donated by another bereaved family. This allows the donating family to give their child's brief life purpose and a legacy, whilst filling the empty arms of another family as they walk out of the hospital without their baby. It reinforces the understanding that they are not alone and that there is an existing community of support. Families also receive extensive information, either in print or online, to help them make decisions and memories in hospital, during the memorial and beyond.

Our support services are unequalled by any other organisation. We provide counselling services, a credible foundation of parent led and psychologist facilitated support groups, private online groups, and annual community events that remember individual baby's and recognise their parents' love.

As a registered non-profit organisation we are dedicated to the care of others and reinvesting our finances and resources to ensure Bears of Hope is the leading support for pregnancy and infant loss in Australia.

Everyday in Australia:

- 6 babies are still born
- 3 babies die after birth and before their 1st Birthday
- A miscarriage occurs every 3.5 minutes

1 in 4 pregnancies end in loss

Our Values:

- Committed to achieving our vision with integrity.
- Dedicated to and passionate about making a difference.
- Respecting grief is personal and unique.
- Every family has the right to be offered support without judgement.
- Equal acceptance and acknowledgement of every loss.

Our Mission:

B ears offered at every hospital providing vital
E arly support
A n Australia wide program which provides
t imely and
R elevant information to families who
e xperience
S tillbirth, miscarriage, neonatal or infant loss
O ngoing comfort and a lifetime of support
F rom families who understand
H elping to challenge and shape beliefs
s urrounding loss
O utstanding care
P assionate pregnancy & infant loss support
E ducation and awareness



Objectives

Bears of Hope's mission is to provide ongoing comfort, support and counselling to parents and families who have experienced the loss of a baby during pregnancy, birth and infancy.

In particular, Bears of Hope is established for the public charitable objects of:

- relieving the suffering, distress and misfortune experienced by parents and families who have lost a baby through miscarriage, stillbirth, genetic interruption, multiple loss, neonatal or infant death, for example through:
 1. provision of online support groups;
 2. facilitating face to face support groups;
 3. hospital and home visits by Bears of Hope members and counsellors;
 4. provision of newsletters and support material;
 5. holding community and fundraising events;
 6. phone and email support;
 7. provision of support, including through supply of products and initiatives; and
- reducing the feelings of loneliness, depression, anxiety and isolation felt by grieving parents, and their families, for example by placing them in contact with other families who have experienced similar loss;
- initiating early support for parents who have experienced a pregnancy, birth or infant loss, and their families, for example by donating a 'Bear of Hope' and providing support literature;
- reaching parents, and their families, who have suffered loss by forming strong relationships with delivery, maternity and early pregnancy clinics, social workers, neonatal intensive care units, general practitioners, obstetricians, IVF clinics, children's hospitals and emergency departments and others in NSW, ACT and across Australia; and
- from time to time and on a case by case basis:
 1. making minor contributions towards research relating to grief counselling and support for those affected by the loss of a baby during pregnancy, birth and infancy; and
 2. providing incidental support to friends, colleagues and the wider community affected by the loss of a baby during pregnancy, birth and infancy.

However, the primary purpose remains the provision of direct relief to affected parents and families.

HOW YOUR FUNDRAISING makes a difference



\$200

could fund a local Hospital Education Service



\$150

could provide 2 parent counselling sessions

\$350

could provide one monthly parent support group facilitated by a psychologist

\$500

could provide 16 families with a keepsake book to hold birth details and special mementos such as photos, hair clippings, hand and footprints.



\$2,500

could support 50 families with a bear of hope and support package

\$1,000

could fund one regional/interstate Hospital Education Service

\$6,500

could fund one cuddle cot allowing families to spend uninterrupted time with their baby

*When funded through a Cuddle Cot online fundraising page.

\$5,000

could fund a Grief Workshop

\$10,000

could provide a Dad's Sport & Support Weekend



A legacy of love, it's yours to give.



Phone: 1300 11 HOPE
Email: support@bears.org.au
www.bears.org.au

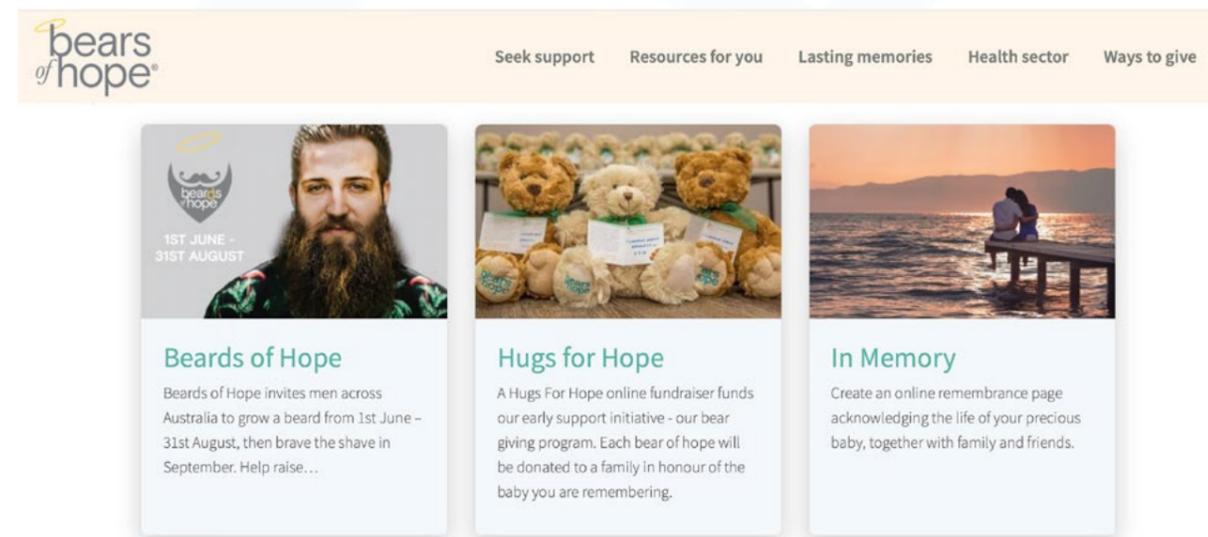


ONLINE FUNDRAISING

Online fundraising is an easy way to connect with the wider community to raise funds and show others the significant difference you want to make to support bereaved families.

You can choose a third-party event to take part in and raise funds online or you can fundraise through one of our own exclusive online campaigns.

To help get you started, please see below our step-by-step guide for Online Fundraising, as well as ideas and suggestions to help get you motivated!



THE PROCESS

1. Decide if you would like to hold an online fundraiser only or combine it with an event you would like to participate in (See [Our Campaigns](#) and [Other Ideas](#))
2. Visit our list of campaigns on our website [here](#), select your event or campaign and set-up your online fundraising page. (It takes as little as 2 minutes to create your very own)

THE PROCESS Cont.

- a. Choose the type of page you are creating:
 - i. Create an Individual Page;
 - ii. Create a Team Page; or
 - iii. Join an Existing team
- b. Create a login with your email or facebook details
- c. Personalise your page by following the prompts

On average, personalised pages receive more donations than a non-personalised page!

- i. Upload an image
 - ii. Write a description (auto text also available)
 - iii. Connect apps to your page if relevant
 - iv. Donate NOW!
- d. Set-up your target (Each campaign has a different 'automatic' target but this can be manually changed)
 - e. Start sharing your page!!
3. Review the [Tips to Promote Your Fundraising Page](#) for more ideas
 4. Once you have completed your online fundraising page, our Online Fundraising Liaison will get in touch within 5 business days.
 5. All online pages are automatically opened for a 12 month period from the day you start unless you change the expiry date during registration. If you are going to end your fundraiser early or change this date after you created your page; please advise us at online@bears of hope.org.au
 6. If you are planning to host a 'Community Fundraiser' to compliment your online page, please refer to the [Community Fundraising](#) section for further information.
 7. For anyone taking part in our sporting event campaigns or another sporting event, you are eligible for our free shirt incentives! ([See Incentives](#))
 8. Once your online page has expired; we will issue you with a Certificate of Appreciation and thank you letter.
 - a. If you are fundraising for a Cuddle Cot; we will be in contact regarding locations and details for this
 - b. If you are fundraising for Keepsakes or Bears; we will be in contact regarding details for who to honour for your donations.

OUR CAMPAIGNS

Sydney City 2 Surf

Gather your friends and family and join us in August raising vital funds for Bears and Support Packs as well as Baby Keepsakes.



Beards of Hope

Beards of Hope invites all men across Australia to grow a beard over winter (1st June – 31st August) and 'Brave the Shave' in September.



Cuddle Cots

A cuddle cot allows a family to spend every moment with their baby, precious moments where every minute counts before saying goodbye forever. Fundraise and leave a lasting legacy in honour of your baby.



Hugs for Hope

A Hugs for Hope online fundraiser helps fund our bears of hope support package program. Each bear of hope will be donated in honour of the baby you are remembering.



Kokoda

Join Team Bears Of Hope on the Kokoda Trail (Annual Event) and fundraise to support bereaved families across Australia.



Baby Keepsake Appeal

Baby Keepsake books are provided free to hospitals across Australia, ensuring that parents with the opportunity to see and hold their precious baby can create a lifetime of memories with this treasured keepsake.



Choosing Hope

Join a Choosing Hope Walk in your city (where applicable) and help raise much needed funds and awareness of Pregnancy and Infant Loss. Our walks are held annually in October; in line with Pregnancy & Infant Loss Remembrance month.



Personal Challenge

Decide on your big challenge, make it as unique as possible if you wish, and then create your own online fundraising page in support of Bears Of Hope.



Celebrations

Whatever the milestone you're marking, spread the love by creating a giving page and raising funds.

Invite your loved ones to celebrate with you, skip the gifts and ask them to make a donation to Bears Of Hope instead. It'll be a great way to honour the occasion and together share the feeling of knowing you've helped to make a difference to parents grieving the loss of their precious baby.



In Memory

Creating an online remembrance page allows family and friends to honour and acknowledge the life of this precious baby. It is a powerful way to keep their memory alive and continue to make a difference in their name.

Make a Difference

Making a difference in any small or large way, feels good and does good. Be part of reducing the isolation so no parent feels alone in their grief, and receives the acknowledgement, support and opportunities to honour their much loved and deeply missed child. Create a Bears Of Hope online fundraising page with all funds going towards our general objectives.



TIPS TO PROMOTE YOUR FUNDRAISING PAGE

To help you reach your fundraising target, we've put 10 easy tips together for you:

- 1. Make a donation yourself.** The first donation is the most important, your supporters will look at your first donation to determine how much to donate. This will also show that you're dedicated to your cause.
- 2. Turn your fundraiser into a team page** and encourage family and friends to join your team, This way, team members can help raise further awareness and funds through their own contacts too, helping you reach your goal sooner.
- 3. Ask your biggest potential donors first.** Reaching out to your close family, or to people you think are likely to donate a large amount will encourage others to increase the amount that they give. Before donating, most people look at your recent donations to determine how much to give.
- 4. Share your page on Facebook** and encourage your friends to share it as well. For the best results, include a photo of yourself
- 5. Email everyone you know.** This will boost your total right away! Don't forget to send a reminder email as well – often the reminder will raise even more than the first email!
- 6. Personalise your fundraising page** with a photo and some information about why you've chosen to fundraise for your cause.
- 7. Publicly Thank your donors.** Show your gratitude through an email, phone call or text. Thanking publicly on your facebook page as you receive them can also inspire or remind others to donate. Be sure to include your link every time
- 8. Contact your work** and see if they have a match giving program. Do they offer employee matched donations to your page or match your fundraising total?
- 9. Share your story with the local media** and include the link to your fundraising page.
- 10. If you reach your goal, increase it to a new one.** Donors are more likely to donate more to help you get there. If they see you have reached your goal, they may not donate as much.

FUNDRAISING INCENTIVES

Bears Of Hope offers various incentives for particular campaigns ranging from bonus bears donated in honour of your baby to free Bears Of Hope T-shirts (non-personalised and personalised).

Some Incentives on offer:

Sydney City2Surf & Choosing Hope Walks

- \$150 raised – receive a free 'non-personalised' t-shirt to wear for the event
- \$300 raised – receive a free 'personalised' t-shirt & cap to wear for the event
- Bonus bears donated on offer for City2Surf fundraising
- Trophies up for grabs for the highest individual and team fundraisers.

Free shirt incentives are also on offer to anyone competing in a sporting event; please contact online@bearsofhope.com.au to arrange yours.





CONTACT US

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