

bears
of hope®

Pregnancy & Infant Loss Support

Community 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.



HOST A COMMUNITY FUNDRAISER

Community fundraising involves collecting or raising funds offline on behalf of Bears Of Hope, no matter how small the fundraiser.

All community fundraisers require an Authority to Fundraise letter from Bears Of Hope, prior to commencing fundraising, and applicants are to follow our Fundraising Terms & Conditions.

Once you have decided on your fundraiser, please register it with Bears Of Hope. We will then be in touch to assist you throughout.

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



THE PROCESS

1. Brainstorm fundraising ideas and confirm your fundraiser ([See Ideas & Suggestions](#))
2. Think about what you would like to achieve from your fundraiser and how you might do this
3. Think about what resources you might require from us in order to help brand/market your fundraiser or event ([See Resource List](#))
4. Complete our [application form](#) via the Bears of Hope website. _
5. Once your application form has been received, it will be processed within 48 hours and you will be issued with your Authority Number and your official 'Authority to Fundraise on behalf of Bears of Hope' letter.
6. Once you have received your Authority, it's time to get started!
7. If you have requested to use the Bears Of Hope Logo, you will be issued with a separate agreement to sign in relation to 'Use of Logo'.
 - a. Once this is signed and returned, you will be issued with Logo / Branding Documents.
8. If you have requested Bears of Hope branded resources, you will be issued with a separate agreement to sign regarding use and return of resources.
 - a. Once this has been signed and returned you will be issued with your resources as per the below:
 - i. Resources will be issued via post approx. 1 week before your event
 - ii. If you are doing an 'ongoing' fundraiser, your resources will be issued within 5 business days.
9. Once your fundraiser or event is complete / your authority period has expired, all funds must be banked within 7 days and all resources returned.
 - a. Please complete the 'Income and Expenses' spreadsheet (issued with your Authority) and email to fundraising@bearsofhope.org.au along with confirmation of amount banked and date payment made
 - b. Please ensure you send your Australia Post shipment reference to fundraising@bearsofhope.org.au so that we can track your return parcel
10. Once both your funds and resources have been returned, we will issue you with a Certificate of Appreciation and thank you letter.



IDEAS & SUGGESTIONS

Fundraising should be fun! The list is endless with the types of community fundraisers you can organise, from very simple coin box collections through to events that require more planning and preparation time. Below are just some suggestions you may be inspired by to help you support more families.

Garage Sale

Declutter your home and sell those unwanted items. Encourage friends to join you and donate the profits to your fundraiser

Coin Box Collection

Place a Bears Of Hope coin box at a local café, bakery, corner shop, fast food outlet or at your event

Walk or ride your bike to work

donate your savings on fuel

Mufti/Crazy Day

Include a theme day/week or hold a crazy hair, sock, tie, shoe etc day at work or school, with participants and non-participants donating a different amount

100 Club

Sell 100 numbers amongst family and friends. Gift the winner first prize then the remainder to your fundraiser

Give something up for a week or more!

Things like coffee or chocolate. Donate your savings

Raffles

Organise donated items through family, friends and businesses to raffle off at work, online or an event. You will need to be aware of and follow the regulations of holding a raffle within your state.

BBQ Fundraiser

Invite family and friends over for a BBQ and fundraising games

If you're looking for a few BIGGER ideas, you could try;

Movie, Dinner or Auction Night

Ask businesses, friends and family to purchase tickets to the movie, or to donate prizes for a silent and live auction fundraising event.

Bake Off

Put your baking skills to the test and sell as many cakes and biscuits as you can

Trivia Night

A fun night for the local community to get involved and help raise funds

Morning Tea/High Tea

Host a morning tea at home or at a venue with fundraising activities included.

EVENT CHECKLIST & TIPS

Once you have decided that a Community Fundraiser is the way to go, it's really important to set yourself some goals and to track them as you go.

Below we have included a checklist and tips to help you keep track of your event and its progress. This will also help you when developing your plans/goals.

Checklist

- Set your fundraising goal
- Create a budget
- Identify target audience and attendance goal.
- Set event date and time.
- Select a venue (If applicable) – When sourcing a venue, request the venue be donated free of charge. If they have a bar and are serving drinks, they will make their money back over the bar.
- Send out a media release to newspapers and radio. If you do get an interview please let us know and email to fundraising@bears of hope.org.au
- Send out invites – e.g. via email, facebook, Instagram, local newspapers, mailout
- Source and record donations
- Source event sponsors
- Request a photographer to donate their time to take photos of your event
- Deposit funds to Bears of Hope bank account; provided with your Authority.

IMPORTANT: Please note that community fundraisers are not covered by Bears Of Hope Pregnancy & Infant Loss Support Inc Insurance. Most indoor venues will have their own insurance that will cover your event, check with your venue. Outdoor venues will most likely not have insurance and you may need to source your own, check with your venue and/or local council.

- Develop a timeline—set deadlines for your tasks.
- Allocate volunteers to tasks
- Email advertisements to fundraising@bears of hope.org.au for approval
- Email your results to fundraising@bears of hope.org.au and also feel free to share your story/fundraiser along with any photos.
- Send out thank you notes to everyone who helped out; include both sponsors and donors and any volunteers who helped out.

IMPORTANT: All funds must be deposited directly to the BOH bank account and not transferred from your own personal bank account.



Tips

Fundraising Goal

In conjunction with the event team, you must decide what amount of money you plan to raise at the event. If this is truly a fundraising event, then everything in the event plan will be geared to raising this specific amount of money. The amount you choose should be what you hope to net, that is, the amount you plan to raise after expenses are deducted.

Budget

Every fundraising event plan should contain a complete budget listing all of the expenses that will be required to hold the event. Your budget should include invitations, advertisements, space rental, catering, entertainment, transportation, security, utilities, and anything else that will be required to make the event a success. Your budget should take into account your fundraising goal, ensuring that you raise that amount above and beyond all expenses. Be sure to leave a little extra room in your budget for unforeseen costs.

Target Audience

Who is the target audience for your event? Is this a public fundraiser where everyone will be invited? Or is this event geared towards a specific group like business people, parents, school children or young professionals? In short, you must decide whom you will invite to your event.

Setup

Your event team should plan the event set-up well in advance. The set-up includes all of the particulars of the actual event: Where will it be? Will food be served? Will there be entertainment? What kind of dress will be required? What is the itinerary for the event?

Marketing

Marketing the event is the easy part! For a large or mid-sized event (rather than one you will have at your house, for instance), you can:

- Make posters and ask area businesses and organisations to display them in their windows
- Send press releases to all local radio, TV, newspaper and community event sites
- Ask all volunteers to post about the event to their online social networking profiles and to email their friends and family about the event
- Create an event on social media and ask all volunteers to join the group and to encourage their friends and family to join too
- Marketing for a mid-size or large event needs to get out early and often. People need to hear about the event, no matter the size, months in advance, and then again weeks in advance, and then again days in advance.

Sponsors

Sponsors are asked to pay a fee that helps cover the costs to hold the fundraising event, so that more of the funds paid by attendees goes to the charity. Your goal with sponsors is to get enough money from them to pay for all costs of the event, so that 100% of the money generated by individual attendees goes to the charity.

Sales

Once you market your event, there must be a procedure in place for making the actual ticket sales, or accepting donations for and at the event. You must decide whether there will be different contribution levels for the event (such as a flat ticket charge, an extra charge to be invited to a V.I.P. reception in addition to the event, etc.). You must decide who will sell the tickets, how they will be shipped or delivered, and who will be responsible for organizing the incoming information.

Practice

While you probably won't need a full run-through of your event, it is essential that everyone who is working the event know, ahead of time, what their responsibilities are, where they should be during the event, and how the event is going to "flow." If you are having a large or unusual event, the key event staff may want to have a practice run to make sure that your event is running smoothly.

Thank you

One of the most often heard complaints from contributors to charitable fundraising events is, "They never even said 'thank-you.'" Ditto for your event volunteers. Make sure that you take the time to send thank-you notes to everyone who is involved in your event, including contributors, volunteers, staff and vendors.

RESOURCES

Bears Of Hope offers a variety of resources for use when you are hosting a Community Fundraiser. Below is a list of branded items available to you:

Resource List

- Bears of Hope Banners
(For large events only)
- Brochures:
 - About Bears of Hope
 - For Family & Friends
 - Miscarriage Support
 - Cuddle Cots
 - BearDs of Hope
- Hope Bear
- Sophie Bear
- Xavier Bear
- Display Support Package
- Magnets
- Posters
- Coin Box/es
 - Cardboard (good for smaller events)
 - Plastic (Fixed location / large events)
- Balloons

Terms & Conditions

1. A 'Resource Agreement' will be issued which outlines all items requested and this must be signed and returned before items can be issued.
2. In the event that a resource from your selected / approved list was not received or is different to stated, you must notify Bears Of Hope within 3 days of receiving your items.
3. You agree to return the remaining Bears Of Hope resources to their relevant postal address within 7 days of the end of your fundraiser.
4. You agree to keep a copy of the receipt as proof of postage and send to fundraising@bears of hope.org.au
5. Failure to return the resources and required paperwork will impede on finalising your fundraiser & cost of resources will be personally invoiced to you and outstanding debts chased.



RESOURCE SAMPLES

- BALLOONS
- COIN BOXES
- BROCHURES
- BEARS
- PACKAGE DISPLAYS





COIN BOX FUNDRAISERS

A coin box fundraiser is a great way to collect money within your community and raise awareness for Bears of Hope. Coin Boxes collections can be used in conjunction with other community fundraising efforts or as a standalone fundraiser.

Please see below special conditions for coin box collections in fixed locations:

1. When approaching possible businesses to place your coin box at, please show your Authority to Fundraise Form for confirmation of permission granted to fundraise.
2. All businesses must be provided with the Coin Box Introduction Letter to keep and the Contact Information Form to be completed and returned to us for our records (all additional documents provided with your Authority to Fundraise)
3. Placement of coin boxes should be in a high traffic flow area where people tend to use cash/coins instead of credit cards E.g. Bakeries, News Agencies, Post office, Take away shops etc
4. The money must be collected and banked at the end of each month.
5. All money donated in this coin box belongs to Bears Of Hope Pregnancy & Infant Loss Support Inc.
6. You must complete the "Collection Information" form each time you collect/count the money. Ensure you have a witness sign off on each count.
7. The funds must be banked into:
Bank: Westpac Bank
Name: Bears Of Hope Pregnancy & Infant Loss Support Inc
BSB: 032-164
Account Number: 139558
8. Reference: Please leave your Authority to Fundraise number with your deposit
9. You must then email fundraising@bearsofhope.org.au notifying of your deposit
10. Please contact Bears of Hope immediately if a coin box has broken. The broken coin box must be posted back, along with the key and chain, to PO Box 352 Stanhope Gardens NSW 2768.
11. Always keep your key in a secure place. If you lose it please contact us immediately.
12. Please contact us if there are changes to where the coin box is used. E.g. change of business.
13. Coin boxes must be returned in equivalent packaging they were received in to prevent breakages as they are very fragile.

TERMS & CONDITIONS

Please read the below carefully before completing our Community Fundraising Application Form. If you have any questions, please contact us before completing the form.

Authority to Fundraise

Prior to organising and conducting a fundraising activity on behalf of Bears Of Hope Pregnancy & Infant Loss Support (Bears Of Hope) you must:

1. Read and agree to be bound by Bears Of Hope's Terms and Conditions and these Fundraising Guidelines.
2. Be 18 years or over. (Or have parental approval, with adult supervision throughout the fundraising activity.)
3. Not pay anyone to help fundraise on behalf of Bears Of Hope.
4. Complete the Fundraising Application Form and lodge with Bears Of Hope.
5. Obtain our written authorisation to conduct your fundraising activity. (If your fundraiser meets our fundraising guidelines and is in line with our organisation's core values, we will send you an Authority to Fundraise letter and unique fundraising number on our behalf).

Fundraising

1. The Fundraising must be conducted in accordance with all applicable laws in your state. It is the responsibility of the person authorised to fundraise on our behalf ("Fundraiser" or "you") to gain any licences or approvals to operate their fundraising activity from relevant local and state authorities.
2. As a Fundraiser, it is important to provide a safe environment, free from hazards that may cause injury or illness. You are responsible for ensuring that your event or activity is safe and legal. The Fundraiser verifies that they are in proper physical and mental condition to organise and run the fundraising event and acknowledge that they are aware of the risks involved and voluntarily agree to assume those risks.
3. Bears Of Hope reserves the right to refuse authority for events that are deemed dangerous or risky.



Fundraising Cont.

4. Any authorised persons under the age of 18 must comply with relevant state laws in regards to children volunteering.
5. Please clearly display the fundraising authorisation letter at your event and also produce it when seeking support (e.g. raffle or auction prizes and donations).
6. You are responsible for the coordination of your event, for example, ticket sales, insurance or the seeking of prizes. All expenses, record keeping and management are the responsibility of the Authorised Fundraiser.
7. All arrangements for the event must be planned with the approval of Bears Of Hope.
8. Bears Of Hope expects the Fundraiser to maintain regular contact and to provide a reasonable level of information about the event.
9. Any changes to the details provided in the Fundraising Application Form, must be reported to Bears Of Hope prior to the event, as a new authorisation letter may be required.
10. Your Fundraising is not an official Bears of Hope activity, but rather a personal activity to raise funds for Bears of Hope. As the Fundraiser, you must make it clear that you are not representing Bears of Hope. You can explain that you are generously raising funds for Bears of Hope.
11. No door-to-door appeals, street collections or telephone requests for funds are to be conducted.
12. We reserve the right to refuse or cancel at any time the permitting of a fundraising authority if we believe it is not in the best interests of the individual or Bears Of Hope.
13. Any person who undertakes a fundraising activity on behalf of Bears Of Hope without authorisation by Bears Of Hope, is acting outside of the law and can be prosecuted

Financial Management

1. Any expenditure involved with the event and any distribution of funds resulting from it, must be in accordance with all applicable state laws and authorised in writing by Bears Of Hope before the event.
2. The person authorised to fundraise is responsible for payment of all expenses in relation to the agreed fundraising activity. The Fundraiser must take all reasonable steps to ensure that the expenses do not exceed 40% of gross proceeds or such lower percentage as required by law.
3. **All proceeds / funds raised are to be banked into the Bears Of Hope fundraising account within 7 days of the conclusion of the event** (Do not send cash through the post). Do not deduct expenses before your payment is made - expenses are reimbursed after your funds have been banked. Bank details are provided below. You must leave your authority number as reference. No money is to be donated directly to an online fundraising page or used to purchase items before it is banked into our account first.
4. A statement of the breakdown of income and expenditure and copies of receipts for all expenses must be forwarded within 7 days to fundraising@bears of hope.org.au
5. All approved expenses will be reimbursed once your payment has cleared and all receipts and paperwork have been issued.
6. We have Tax Deductible Gift Recipient status which means all monetary donations received (\$2 and over) for no goods in return can be receipted for taxation purposes. Please let us know if you need the Taxable Donations Form in your application.
7. Tax Deductible Donations of \$2 and above received - Once your total funds have been banked into the account, please email fundraising@bears of hope.org.au with the list of any donators including name, address, phone number and donation amount and we will directly issue them with a receipt. Please note a tax receipt cannot be issued when the supporter has received goods or services in return for the money given (eg. The purchasing of raffle tickets/ bears/packages/auction items, etc.)
8. Community fundraisers are not authorised to personally deposit any funds received into their personal bank account. An account with 2 signatories can be opened for the purpose of fundraising. Once you receive an authority to raise funds for Bears Of Hope, any funds raised using our name must be deposited in whole into one of our approved bank account options.

DEPOSIT DETAILS

Bank: Westpac Bank

Name: Bears Of Hope Pregnancy & Infant Loss Support Inc

BSB: 032-164

Account Number: 139558

Reference: Please leave your fundraising authority number as reference

9. Bears Of Hope will follow up with the law if a fundraiser does not deposit their (total) fundraising money into our account within the stated period and refuses to return emails or phone calls.

Our Name & Logo

1. The Fundraiser must explain and promote clearly to supporters that funds are being raised for Bears Of Hope.
2. The name "Bears Of Hope Pregnancy & Infant Loss Support" or "Bears Of Hope" must not be included in the event name, for example "Baby Smith and Bears Of Hope Trivia Night" or "Bears Of Hope Raffle". You may make reference to our cause by using the phrase "proudly supporting Bears Of Hope" or "raising funds for Bears Of Hope".
3. The Bears Of Hope logo is a valuable brand. Any use of the logo must be approved by Bears Of Hope prior to use. Bears Of Hope logos may not be used without permission. Please include in your application if you wish to use our logo and how it will be used.
4. Prior approval must be received from Bears Of Hope for any printed materials or advertisements associated with the event including Facebook advertisements.
5. Prior approval must also be received from Bears Of Hope for all media materials and releases associated with the event.

6. Fundraisers can speak to the media about their fundraiser, but are not permitted to speak on behalf of Bears of Hope

Bears Of Hope Representative

1. A representative from Bears Of Hope may be available to attend your event. While we would like to attend every fundraising event it is not always possible, due to limited staff and prior engagements. Please contact us for further details.
2. The Fundraiser must not approach celebrities for support, using the name Bears Of Hope Pregnancy & Infant Loss, without prior approval
3. The Fundraiser must not approach Bears Of Hope's sponsors/supporters without prior approval from the committee.
4. The Fundraiser must not approach the head office of a company for prizes or sponsorship without contacting Bears Of Hope first. This is due to a few reasons including that the business may already sponsor us at our major events.

Resources

1. Bears Of Hope can provide resources for your event including coin boxes, posters, donation envelopes, balloons, bears, banners and brochures. Please let us know what you would like to receive and how many of each, in your application form.
2. All resources must be returned with 7 days of the completion of the fundraiser. You must retain your receipt for proof of postage. Any items not received by Bears Of Hope will impede on finalising your fundraiser and may be invoiced to you and outstanding debts chased.
3. Balloon Releases - Bears Of Hope does not authorise balloon releases of our balloons. Please get in touch with us for further information or other suggestions for your event.

Public Liability Insurance

Bears Of Hope does not have Public Liability Insurance for third party fundraising which means you will need to arrange this cover for your event. Public liability insurance protects you in the event it causes injury to someone, or damage to third party property, due to your negligence. This could be, for example, someone tripping over cords, or damage caused to a building you held the event in. While arranging public liability insurance can seem like a burden (you can also look at fundraising to cover this

cost) it can save you thousands in the event of a claim being made. If you are unsure as to whether you will need this cover for your event, please get in touch with us.

Disclaimer

The Fundraiser agrees to release Bears Of Hope to the fullest extent permissible under law for all claims and demands of any kind, and from all liability that may arise in respect of any damage, loss or injury occurring to any person or property, whether caused by negligence or otherwise. Bears Of Hope reserves its right to terminate the agreement relating to the Event at any time if it appears that the Fundraiser is failing to adhere to any of the terms and conditions. If you have any questions concerning these guidelines, or fundraising for Bears Of Hope in general, please contact us using the details below.





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



CONTACT US

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