



beardsofhope.com.au



SUPPORTING BEREAVED DADS **ONE BEARD AT A TIME**

2022 CORPORATE SPONSORSHIP PACKAGES



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.

Beards of Hope is a national awareness and fundraising campaign run by Bears of Hope Pregnancy & Infant Loss Support. Beginning in 2014 with the Nor-West Jets growing beards for the footy season, it has become a lifeline for Dads who have experienced the loss of their baby. It gives a bereaved dad, family member, mate, colleague or community member the chance to join a much-needed support network, collectively growing beards and standing together in a time of grief.

Your contribution will make a profound difference. Not only will it fund crucial support services and resources for bereaved parents and their families, it will also enable improved education to the community and workplaces on helping them cope with this grief.

Keen to go a step further and add extra meaning to your sponsorship? We invite you to grow a beard from 1st June until 31st August. Then join us and brave the shave in September!

Every day in Australia, six babies are stillborn, three babies die before their first birthday and a miscarriage occurs every 3.5 minutes. Sadly, one in four pregnancies end in loss.



WHERE YOUR \$\$ GO:
Counselling, Community Events, Well-being Support Groups, Online Support Groups, Dads Sport & Support Weekends, Couples Support Weekends, Grief Reflection Workshops, Allied Health In-services.

\$893,359
Since its inception in 2014, the campaign has raised \$893,359 for Bears Of Hope with hundreds of men getting their beard on right across Australia.

SPONSORSHIP LEVELS

All donations are tax deductible.

Diamond - \$6,000 plus GST

Primary Campaign Sponsor x 1

- Your logo on Beards of Hope Facebook Banner (June/July/August)
- Your printed Flyer included in posted incentive packs sent to Beards of Hope 2021 Fundraisers.
- Your logo displayed prominently on Beards Of Hope website with link to your website
- Logo and mention in Beards newsletter to all registrants and mention in our Bears of Hope newsletter with logo and link to your website.
- 6 Facebook and 6 Twitter mentions throughout the campaign highlighting your product/service or an initiative - link to url of your choice - great for directing your business sales and awareness. 2 posts on Bears of Hope instagram
- Receive a Beards of Hope Supporter Pack

Gold – \$3,000 or \$1,000 plus Product Pack Exchange*

Major Campaign Sponsor x 3

- A sample of your product provided to every Beards of Hope registrant who raises over \$150 (approx 200)*
- Product or merchandise to go into our various Competitions and Giveaway baskets held throughout the campaign (e.g. Beard Growing Competitions) that can be used Australia-wide. This is a great opportunity to share your merchandise and support.
- Your logo displayed prominently on Beards of Hope website with link to your website
- Logo and mention in Beards newsletter to all registrants and mention in our Bears of Hope newsletter with logo and link to your website.
- 4 Facebook and 4 Twitter mentions throughout the campaign highlighting your product/service or an initiative - link to url of your choice - great for directing your business sales and awareness.
- Receive a Beards of Hope Supporter Pack.



Silver – \$1,500 or \$500 plus Product Pack Exchange*

Secondary Campaign Sponsor x 6

- Product or merchandise to go into our various Competitions and Giveaway baskets held throughout the campaign (e.g. Beard Growing Competitions) that can be used Australia-wide. This is a great opportunity to share your merchandise and support.
- Your logo displayed on Beards of Hope website with link to your website
- Logo and mention in Beards newsletter to all registrants and mention in our Bears of Hope newsletter with logo and link to your website.
- 2 Facebook and 2 Twitter mentions throughout the campaign highlighting your product/service or an initiative - link to url of your choice - great for directing your business sales and awareness.

Bronze – \$500 plus

Tertiary Campaign Sponsor x 12

- Your logo on our website
- 2 Facebook and 2 Twitter mentions

More Ways to Help

In addition to your generous sponsorship contribution, there are several other ways in which you can help support Beards of Hope and bereaved dads in the community.

- Register as an individual to grow a beard and help raise funds [Learn more]
- Register a team to grow a beard with work colleagues, sporting buddies or mates [Learn more]
- Order posters and flyer's to distribute in your local business area [Learn more]
- Display a Beards of Hope coin box at your business [Learn more]
- Donate a prize for our beard competitions and top fundraisers [Learn more]
- Donate a % of product sales to the campaign [Learn more]
- Sponsor a Men's Sport & Support Weekend \$8K - \$15K [Learn more]

Join us as a 2022 sponsor
[Register here](#)

Learn More About Beards Of Hope
www.beardsofhope.com.au



Beards Of Hope Followers: **202**
Bears Of Hope Followers: **928**



Beards Of Hope Followers: **3704**
Bears Of Hope Followers: **24,915**



Bears Of Hope Followers: **6,117**

Follow us on social
@beardsofhope #beardsofhope

RATIONALE

Each year, thousands of dads experience the loss of their baby through miscarriage, stillbirth, neonatal or infant loss. Historically, and still evident today, we hear and see men taking on the role of getting things done, going back to work, appearing strong and being the supporting rock in the partnership.

While the mother's grief is painfully evident, the reality is that the father's life has been equally devastated by the experience. While his need for understanding and support at this time is just as real as his partner's, it is often paid very little attention. A key message of the Beards of Hope initiative is that a father's grief sits alongside the mother's and should never be pushed to the background or minimised.

Sometimes it can be difficult for dads to feel connected to the formalities of traditional support groups. The Beards of Hope campaign provides an informal, relaxed and neutral setting to connect with other dads by taking the focus off having to talk about loss and allowing the atmosphere of the fundraiser to dictate conversation with family, friends and work colleagues.

MAY OUR BEARDS GROW LONGER AND AWARENESS STRONGER

The Beards of Hope national awareness and fundraising campaign was established to:

1. Encourage men to grow a beard and raise some very important funds for Bears of Hope Pregnancy & Infant Loss Support
2. Provide bereaved dads with an outlet to share their grief with their mates
3. Provide mates with the opportunity to support their bereaved mate
4. Create awareness of and discussions about pregnancy & infant loss support
5. Break down the stigma attached to men grieving and needing help
6. Break down the physical and emotional isolation associated with the loss of a baby
7. Enable bereaved dad's at any time after their loss to join in the campaign
8. To establish a connection and continuous bond with their child



ABOUT US

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 phone and email counselling, 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.

Our Vision:

To provide leading support and exceptional care for families who experience the loss of their baby.

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:

Bears offered at every hospital providing vital

Early support

An Australia wide program which provides timely and

Relevant information to families who experience

Stillbirth, miscarriage, neonatal or infant loss

Ongoing comfort and a lifetime of support

From families who understand

Helping to challenge and shape beliefs surrounding loss

Outstanding care

Passionate pregnancy & infant loss support

Education and awareness

CONTACT US

TO BECOME A CAMPAIGN SPONSOR

Email: contact@beardsofhope.com.au

Phone: 1300 BEARDS

TO REGISTER TO GROW YOUR BEARD

Visit our website www.beardsofhope.com.au

TO BECOME A VOLUNTEER

Email: contact@beardsofhope.com.au

Phone: 1300 BEARDS

FOR FURTHER INFORMATION

Website: www.beardsofhope.com.au