

Choosing HOPE

Choosing Hope Sponsorship Packages





What is Choosing Hope?

Choosing Hope is a walk of honour and remembrance in support of bereaved families who have experienced the loss of their baby. Each walk is followed by a very special remembrance service. These are held annually around October 15th, International Pregnancy & Infant Loss Remembrance Day.

October 15th is a day dedicated to remembering all babies gone too soon. It has been a significant date in the lives of bereaved families across the globe for many years. In Australia, this day was officially recognised by the Australian Parliament on 17th February 2021.

Our Inaugural Choosing Hope Walk was held on the Central Coast, NSW in 2016. Created by our volunteers, Trish and Dave Thomas, in honour of their babies Caiden + Nevaeh. With their vision and passion, the event is now one of the favourites on the Bears of Hope calendar and has inspired other families to hold their own version of Choosing Hope in locations across Australia.



Sponsorship Packages

ALL DONATIONS ARE TAX DEDUCTABLE

Campaign Sponsor - \$5,000 plus GST
Choosing Hope National Event Sponsor

- 4 x complimentary tickets to a Choosing Hope event (Your choice of location)
- 1 x Bears Of Hope merchandise pack
- 5 x social media mentions throughout the national campaign (1 August - 31 October)
- 'Thank you to our sponsor' branding on 3 x national Choosing Hope emails
- 'Thank you to our sponsor' branding on 1 x Bears Of Hope newsletter (over 18,000 subscribers)
- Logo placed on Choosing Hope Website
- 6 x Bears Of Hope donated in honour of a baby close to your heart.

Campaign Sponsor - \$2,500 plus GST
Choosing Hope National Event Sponsor

- 2 x complimentary tickets to a Choosing Hope event (Your choice of location)
- 2 x social media mentions throughout the national campaign (1 August - 31 October)
- 'Thank you to our sponsor' branding on 2 x national Choosing Hope emails
- Logo placed on Choosing Hope Website
- 4 x Bears Of Hope donated in honour of a baby close to your heart.



Event Sponsor - \$1,000.00 plus GST

Branding at your selected Choosing Hope walk.

- 2 x social media mentions in the lead up to your selected event.
- 'Thank you to our sponsor' branding on 2 x location specific email.
- Branding at your selected event (Business to provide own brand assets. eg. Banners, flags etc.)
- 2 x Bears Of Hope donated in honour of a baby close to your heart.

Location Sponsor - \$500.00 plus GST

Branding of 1 x station at your local Choosing Hope Walk.

- 1 x social media mentions in the lead up to your selected event.
- 'Thank you to our sponsor' branding on 1 x location specific email.
- Branding of your selected station at your selected event (Business to provide own brand assets. eg. Banners, flags etc.)





About Bears Of Hope

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 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.

Everyday in Australia:

- 6 babies are stillborn
- 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

CONTACT US

Sponsorship Enquiries

Email: choosinghope@bears of hope.org.au

Phone: 0400 130 927

To become a volunteer

Email: contact@bears of hope.org.au

Phone: 1300 11 BEAR

For further information

www.bears of hope.org.au

www.choosinghope.com.au



Pregnancy & Infant Loss Support