

bears
of hope®

Pregnancy & Infant Loss Support

Media Kit 2024

Bears Of Hope Pregnancy & Infant Loss Support



Bears Of Hope Pregnancy & Infant Loss Support Incorporated 9885618
ABN 49 599 164 988 ABRN 153 714 928

Vision, Mission & Values

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. 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.

Our Vision:

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

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

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.

Baby Loss Statistics

Everyday in Australia:

- 6 babies are stillborn
- 3 babies die after and before their first birthday
- A miscarriage occurs every 3.5 minutes

1 in 4 pregnancies end in loss.

Statistics via: [Australian Institute of Health and Welfare](#)



About Bears Of Hope

We provide the compassionate support and guidance that parents critically need at the beginning of their loss and beyond.

We donate Bears Of Hope & Support Resources at no cost to hospitals for bereaved families. Each Bear Of Hope is lovingly donated by another family, honouring their child's brief life whilst immediately reducing isolation for the receiving family and filling their empty arms. With resources carefully chosen and developed, parents are acknowledged, comforted and guided through their loss. They are empowered with vital information before they leave the hospital to minimise any regrets surrounding spending time and creating memories with their baby.

We understand how crucial it is that parents feel supported from the very beginning of their loss to facilitate their grieving and to reduce the isolation often felt after the loss of a baby.

Bears Of Hope Support Services:

- Bear Of Hope & Support Resources
- Baby Keepsake Booklets
- Cuddle Cots
- Private Counselling Sessions
- Counsellor Facilitated Support Groups & Workshops
- Face-to-face / Online / Phone / Email Support
- Support Events
- Education Sessions For Employers & Employees
- Health Professional Inservices

All Bears Of Hope support services are provided fee free to hospitals & families across Australia.

In 22/23 Financial Year

6,203

Bears Of Hope & Keepsakes provided to families

1129

Fee free counselling sessions provided

143

Fee free counsellor facilitated support group participants

Funding

Bears Of Hope is Australia's largest privately funded baby loss support service.

Our Brands

Bears Of Hope provides a range of initiatives through our various brands.



Pregnancy & Infant Loss Support



beardsofhope.com.au



Regular giving for exceptional care & support





Bears Of Hope is a national support, advocacy and fundraising campaign where any bereaved dad, family member or mate can get involved and grow their beards.

It enables a bereaved dad to show their grief and to seek support from those around them. A father's grief sits alongside the mother's and should never be pushed to the background or minimised. The need to acknowledge a dad's grief should be supported as it facilitates an openness to bereavement, for the individual as well as the family unit.

BearDs of Hope runs Annually from 1 June – 31 August.

MAY OUR BEARDS GROW LONGER AND AWARENESS STRONGER

\$1,029,144
Raised since 2014

Choosing HOPE

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

These walks are not only a fundraising campaign, but a support program designed to connect bereaved parents and families to a larger community, offering peer-to-peer support. The sense of community is incredibly important to the Bears of Hope Theory of Change with reducing isolation a crucial outcome.

A walk of honour and remembrance, in support of bereaved families.



3,024,255
Steps Taken in 2023

\$185,329.87
Raised in 2023

Cuddle Cots

A Cuddle Cot allows the family to spend every moment with their baby, precious moments where every minute counts before saying goodbye forever.

A Cuddle Cot is a cooling system that has been designed to fit within a Shnuggle basket and lies beneath their baby. When a baby dies, there is a short window of time for a family to create memories, say hello and goodbye to their child and the lifetime they had dreamed for them. These cuddle cots are such a gift for these families to access as they extend the brief time to be together and allow the family so many more opportunities to shower their child with their love.

328

Cots Donated
since Jan. 2016

\$6,500

Cost of a
Cuddle Cot

Embracing Hope is a Regular Giving Campaign

Donating regularly is an incredible act of kindness and enables Bears Of Hope to grow and adjust it's services to continually meet the needs and changing environments of those who seek support. This commitment will help comfort, connect and embrace families through their time of loss and beyond.

Did you know?

Bears Of Hope offer a range of events to parents & families throughout the year to help connect bereaved parents/families, helping them understand they are not alone.

Events Including; Support Workshops, Mother's Day High Teas, Dad's Sport & Support Weekends, Choosing Hope Walks.

Quotes

“The words ‘at least’ should never be used in comforting a bereaved parent” – Amanda Bowles Co-Founder & CEO

“Whilst miscarriage is common and occurs in 1 in 4 pregnancies that doesn’t mean it does not deeply hurt, nor is it something we should diminish another’s experience of.” – Amanda Bowles Co-Founder & CEO

“After our second son Jesse Buttons was born I couldn’t fathom raising children in a world where such devastation happens without purpose. Bears of Hope was born through the gift of Jesses’ brief life.” – Amanda Bowles Co-Founder & CEO

“Our grief counsellors have lived experience and we walk with families on their healing journey.” – Amanda Bowles Co-Founder & CEO



CONTACT US

MEDIA ENQUIRIES

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For further information

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