bears of hope®

Pregnancy & Infant Loss Support

FUNDRAISING INFORMATION

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 timely and
R elevant information to families who experience
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 surrounding 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:

A. 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

B. 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;

C. 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;

D. 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

E. 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.

WAYS YOU CAN FUNDRAISE

Parents, family & friends, sporting clubs, corporate groups, schools and the wider community can make a profound difference to the suffering and distress experienced by parents after the loss of their baby by holding a fundraiser for Bears Of Hope.

Hosting a fundraiser, donating a portion of your business sales to our charity or creating an online fundraising page will make an incredible difference and we cannot thank you enough for that!

Here is a brief description of the ways you can fundraise for our organisation.

HOST A COMMUNITY FUNDRAISER

Community fundraising involves collecting funds offline on behalf of Bears Of Hope, no matter how small or large the fundraiser. It is a wonderful way to connect with your local community, raise awareness and funds for our organisation.

Community fundraising includes raffles, coin box collections, trivia nights, Community BBQ's (Including Bunnings) or workplace fundraisers just to name a few. You may wish to also create an online fundraiser to compliment your offline fundraising to help you reach your goal.

You need to register your fundraiser first in order to obtain an 'Authority to Fundraise' on behalf of Bears of Hope.

For any community fundraising enquiries please email fundraising@bearsofhope.org.au

ONLINE FUNDRAISING

Online fundraising is an easy way to connect with the wider community to raise funds and show others the difference you want to make in this world.

You may wish to choose a 3rd party event to take part in to raise funds for (e.g. fun run or bike ride) or you can fundraise through one of Bears Of Hope;s exclusive online campaigns.

Select your campaign, read through their individual guidelines and then create your online fundraising page. Personalise your page and share with your friends, family and colleagues for support. It's that simple!

All donations $2 and over are instantly tax receipted to donors.

For any online fundraising enquiries please email online@bearsofhope.org.au

CORPORATE FUNDRAISING

Does your business align with our mission and values and is seeking to make a profound difference? Support a dedicated and highly driven organisation who stand with families and hold space for their grief, whilst working together towards reducing the isolation after the loss of their baby.

This can include donating a portion of your sales for a period of time, a workplace match giving program for your employees, volunteering your time and skills, a prize or gift pack through to becoming a major sponsor of Bears Of Hope, our campaigns or support services.

For any corporate support enquiries please email corporate@bearsofhope.org.au

HOW YOUR FUNDRAISING makes a difference

bears of hope®

Pregnancy & Infant Loss Support

$200

could fund a local Hospital Education Service

$150

could provide 2 parent counselling sessions

$500

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

$350

could provide one monthly parent support group facilitated by a psychologist

$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.

$2,500

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

$1,500

could fund one regional/interstate Hospital Education Service

$4,000

could fund a Grief Workshop

$10,000

could provide a Dad's Sport & Support Weekend

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

bears of hope

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 Resources)
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.

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@bearsohope.org.au for approval
- Send out a media release to newspapers and radio. If you do get an interview please let us know and email to fundraising@bearsofhope.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: All funds must be deposited directly to the BOH bank account and not transferred from your own personal bank account.

- Email your results to fundraising@bearsofhope.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.

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)
- A3 Event Posters
- A3 About Bears Of Hope Posters
- Brochures:
  - About Bears of Hope
  - For Family & Friends
  - Miscarriage Support
  - Cuddle Cots
  - BearDs of Hope
- Hope Bear
- Sophie Bear
- Xavier Bear
- Posters
- Coin Box/es
  - Cardboard (good for smaller events)
  - Plastic (Fixed location / large events)

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@bearsofhope.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

BANNERS

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.

   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

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@bearsofhope.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@bearsofhope.org.au with the list of any donors 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.

9. All cash received at your event must be kept in a secure/lockable cash box, under the supervision of the authorised fundraiser, or allocated supervisor at all times.

10. Coin Box collections at events are required to be supervised by the authorised fundraiser or allocated supervisor during the event.

11. 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 boxes, 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.

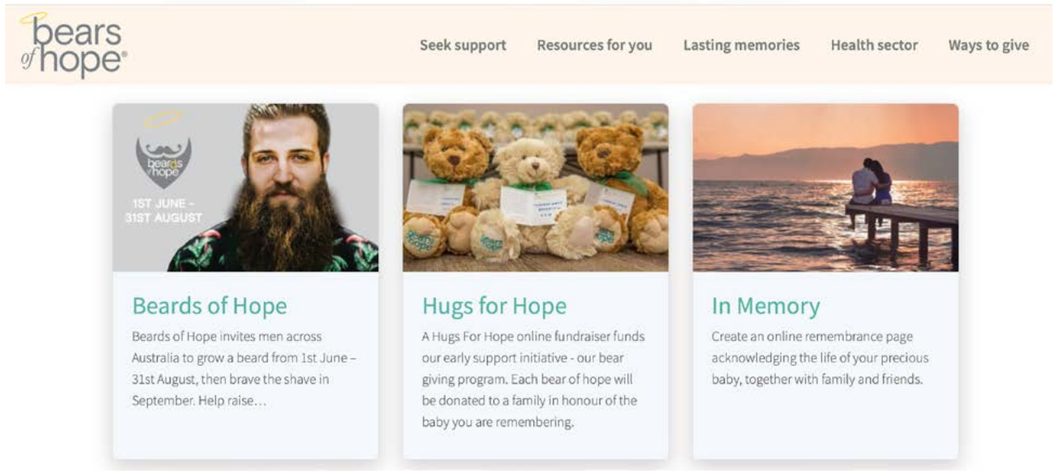
bears of hope

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)
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@bearsofhope.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 Bears; we will be in contact regarding details for who to honour for your donations.

OUR CAMPAIGNS

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.

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.

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.

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

Run for Bears Of Hope

Fun runs and marathons provide a great opportunity for individuals and teams to fundraise for their favourite charity. Choose from a selection of events through out Australia..

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:

Running Events & Choosing Hope Walks

- $200 raised – receive a free 'non-personalised' t-shirt to wear for the event
- $400 raised - receive a free 'personalised' t-shirt & cap to wear for the event

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

CORPORATE FUNDRAISING

Does your business align with our mission and values and seeks to make a profound difference to families who experience the loss of their baby?

Support a dedicated and highly driven organisation who stand with families and hold space for their grief, whilst working together towards reducing the isolation after the loss of their baby.

This can include donating a portion of your sales for a period of time, a workplace match giving program for your employees, donating your time, skills, or a gift/service through to becoming a major sponsor of Bears Of Hope, our campaigns or support services

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

Businesses building hope.

The following businesses are giving back to our bereaved community through donating a portion of their sales. Please consider supporting those who support us.

Aurea Designs

Aurea Designs embodies sophistication, beauty, elegance and quality in all of their jewellery creations. Aurea will donate 15% of all jewellery purchases both from their own Aurea Designs range and the exclusive Bears Of Hope range, upon mention of our name.

Mumlife Stickers

Mumlife stickers will donate 50% of your Bears of Hope sticker sales back to our organisation. They have also created a special t-shirt & jumper - Mama of an Angel - donating $20 from each sold through their shop (under the More for Mummy category).

Naked Cheek

Naked Cheek will donate $1 from every item purchased, to Bears Of Hope.

THE PROCESS

Whether you are a small or large business, the process is the same and takes as little as 5 minutes to register your interest. Just follow the below steps to get yourself started.

1. Think about what your business can offer, what you would like to achieve with Bears Of Hope and decide on how you would like to provide your support. (See Fundraising Ideas for suggestions)
2. Follow the links on our website and complete the Corporate Support Application (3 simple steps)
3. Once your application form has been received, it will be processed within 48 hours.
   a. If you are donating a portion of you sales; you will be issued with your Authority Number and Corporate Trader Agreement to be signed.
4. If you have requested use of 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.
5. You will need to issue Bears of Hope with your business logo, any photos of the item/s on offer and a brief description on your business.
6. Once all documents are signed and finalised and additional images/ details provided; Bears of Hope offers the following marketing for all corporate fundraisers:
   a. Initial social media post detailing specials / deals being offered (All traders)
   b. Ongoing / Monthly social media posts (If over 15% donation only)
   c. Inclusion on our website as a Corporate Supporter (All traders)
7. At the conclusion of your Corporate Trader Agreement, all funds must be deposited in the bank account as outlined in your Trader Agreement Terms and Conditions (see Terms and Conditions for Corporate Traders)
8. Once all funds have been received and confirmation received that there are no further funds to be received, you will be issued with an official Certificate of Appreciation and thank you letter outlining your funds raised.

The maximum period for each Corporate Trader Agreement is 12 months. If you wish to partner for longer than this, a new application and agreement is applicable for each new period.

FUNDRAISING IDEAS

There are many ways, as a business, that you can support Bears Of Hope.

We have developed a list of ideas and suggestions for businesses of all sizes. Whether you are a small, at home business operating from your kitchen or garage – or a larger business, these ideas are here to get you started. Please remember that these are just suggestions and you are welcome to put forward your own proposal.

Ideas & Suggestions

Donate a % of your sales

Decide on an appropriate % (a common % used is 20 - 25) and set a promotion period for this to be active. This can be anything from 1 week, to 1 month – up to 12 months.

Donate a fixed $ amount from each item sold / each transaction

Maybe you'd like to donate $1 from every item purchased? Or $5 from each transaction made. Decide financially what would work for your business and set a promotion period. This can be anything from 1 week, to 1 month – up to 12 months.

Sponsor an Event

Does your business provide a service or item/s that would complement one of our Fundraising Campaigns Maybe partnering with us on one of our Event Campaigns is more suitable. Please contact us to further discuss.

Create a custom Bears Of Hope Item or Range

Do you create your own items? Why not consider making a personalised Bears Of Hope range! You could then either Donate a % from the sale of this range or a fixed amount per item for all sales made from your Bears Of Hope Collection.

Major Sponsorship

Bears Of Hope seek major sponsors to help make a bigger impact on reducing the isolation for grieving families across Australia. We have put together a package with various Sponsorship options for your business to partner with us. Please contact us for further information.

TERMS & CONDITIONS

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

1. **Payment Terms**
   The Corporate Trader agrees to pay all Fundraising Amounts raised under this agreement to the Charity:
   i. if the Term exceeds 3 months – on the [21st] of the month following the end of each quarter (Jan-Mar, April-June, July-Sept, Oct-Dec ("Quarter")) for all Fundraising Amounts raised in that quarter or part thereof; or
   ii. if the Term is less than 3 months - within 20 business days of the end of the Term.
   All amounts are to be paid via EFT immediately into a bank account nominated by the Charity from time to time with a remittance advice sent to the Charity.
2. **Insurance**
   Each party will bear their own insurance risks associated with their participation in the Fundraising Promotion.
3. **Interpretation**
   The capitalised terms used in this agreement have the meaning set out in the Key Terms or as otherwise provided in this agreement.
4. **Agreement**
   Each of the Charity and the Corporate Trader agree to the terms of this agreement.
5. **Term**
   This agreement commences on the Commencement Date and ends on the End Date unless terminated earlier in accordance with this agreement ("Initial Term"). The parties may agree in writing to extend this agreement for a further period at any time during the Initial Term.
6. **Expenses**
   The Corporate Trader will bear all expenses incurred in organising and conducting the Promotion.
7. **Payment of money raised**
   a. The Corporate Trader must pay the Charity the Fundraising Amounts, and all other money raised by the Corporate Trader in relation to the Charity, pregnancy or infant loss or other related purposes, in accordance with the Payment Terms.
   b. With each payment to the Charity, the Corporate Trader must provide monthly unit sales and gross income figures for the relevant period to which the payment relates.

8. **GST**
   a. Unless expressly included, the consideration for any supply under or in connection with this agreement does not include GST.
   b. To the extent that any supply made under or in connection with this agreement is a taxable supply, the recipient must pay, in addition to the consideration to be provided under this agreement for that supply (unless it expressly includes GST) an amount equal to the amount of that consideration (or its GST exclusive market value) multiplied by the rate at which GST is imposed in respect of the supply.
   c. The Corporate Trader must not make any deductions from or set off any amount against payments it must make under this agreement. If the Charity or the Corporate Trader is required to withhold any tax in respect of payments under this agreement, the Corporate Trader must also pay the Charity the amount of such tax so that the amount actually received by the Charity is not less than the amount due.
9. **Records of Income & Expenditure**
   a. The Corporate Trader must keep complete and accurate records in respect of the Promotion and the Fundraising Amounts payable by the Corporate Trader including the supply of products and services the subject of the Promotion, including monthly unit sales and gross income figures in relation to the Promotion and any other records required to be kept under the Charitable Fundraising Act 1991 (NSW) and any other equivalent legislation in any other jurisdiction, and must provide copies of these records to the Charity promptly on request and in any case within one month of the conclusion of the Promotion;
   b. The Corporate Trader must allow the Charity or the Charity's auditor or accountant, at the reasonable request of the Charity, to access, inspect and copy its books and records in connection with the Promotion to ascertain whether the amounts paid to the Charity have been calculated correctly. If the inspection reveals an underpayment, the Corporate Trader must pay to the Charity within 15 Business Days of notice from the Charity the amount of such underpayment and the costs incurred by the Charity or its auditor or accountant in relation to such inspection if the underpayment equals more than 5% of the amount due to the Charity.
10. **Advertising**
    All advertising, notices, information and other material to be published or used publicly in relation to the Promotion, including packaging, POS material and website content, must be submitted to the Charity for written approval prior to publication or use. The Corporate Trader must not use such advertising, notices, information or other material unless the Charity has provided such written approval.

TERMS & CONDITIONS Cont.

11. Association with Bears Of Hope

a. Subject to the Corporate Partner obtaining the Charity's approval for advertising or promotional material relating to the Promotion pursuant to clause 0, the Corporate Trader's rights to use the Charity's name or any trademarks, logos or branding of the Charity under this agreement are limited to using the following notation, or substantially similar notation approved by the Corporate Partner, in advertising or promotional materials relating to the Promotion:

i. ["Proudly supporting Bears of Hope Pregnancy & Infant Loss Support"]

b. Other than as set out in clause 11, the Corporate Trader must not use the Charity's name or any trademarks, logos or branding of the Charity, in relation to the Promotion or otherwise, including using the Charity's name:

i. in any way which may disparage or damage the reputation of the Charity; or
ii. in any way, or in relation to any event, which promotes smoking or tobacco products; or
iii. in any trade mark or business, company or domain name.

12. Standards & Responsibilities

The Corporate Trader must:

a. ensure at all times that the Promotion is of a high quality;
b. maintain the highest standards of safety and care in relation to the Promotion;
c. not engage in any form of selling, promotion, operation, advertising, publicity or other activity likely to bring the Charity into disrepute or damage the image or reputation of the Charity;
d. disclose any third parties/charities who will also be receiving benefits from this Promotion before commencement of the Promotion.
e. ensure that the Promotion and any fundraising activities undertaken pursuant to this agreement comply with, and are conducted in a way that complies with, all applicable State, Territory and Commonwealth laws and relevant industry codes of conduct, including the provisions of the Charitable Fundraising Act 1991 (NSW), the Charitable Fundraising Regulation 2003 (NSW), any equivalent legislation in any other jurisdiction and the conditions, directions and instructions of the Charity's Fundraising Authority.

13. Indemnity

The Corporate Trader indemnifies the Charity against any liability, loss, cost, expense or damage (including all legal costs and disbursements) ("Loss") suffered or incurred by the Charity in connection with the Promotion, the Products or Services or any breach of this agreement by the Corporate Trader.

14. Insurance

The Corporate Trader agrees to effect all workers compensation insurance, public and product liability insurance and any other type of insurance required by law or included in the Key Terms for such amounts and on such terms set out in Key Terms and provide a certificate of currency in respect of such insurance on request by the Charity.

15. Confidential Information

a. Each party must hold the terms of this agreement, and information in whatever form which a party becomes aware of in relation to the other party including the other party's past, existing or future business operations, administration or strategic plans ("Confidential Information") as confidential and must not:

i. disclose or cause or permit the disclosure of such Confidential Information; or
ii. use such Confidential Information for any purpose other than for which the Confidential Information was supplied to that party or in any manner which may cause Loss to the other party.

b. Each party may disclose Confidential Information of the other party to its employees, legal advisers, auditors, consultants or other persons, to the extent such persons need to know such Confidential Information and the party disclosing such Confidential Information must use its best endeavors to ensure those persons comply with that party's obligations in clause 15.a.
c. The obligations in clause 15.a.i does not apply to the extent that information is required by law, a stock exchange or regulator to be disclosed.
d. The obligations in clause 15.a do not apply to the extent that information is in the public domain other than by breach of the receiving party, or is known to the receiving party at the time of disclosure and is not the subject of a separate confidentiality obligation.

TERMS & CONDITIONS Cont.

16. Termination by the Charity

The Charity may terminate this agreement immediately if:

a. a claim is made that the nature or conduct of the Promotion may be contrary to law or relevant industry codes of practice or, in the Charity's opinion, the Promotion or conduct of the Promotion is not lawful;

b. the Corporate Trader breaches this agreement and such breach cannot be remedied or the Corporate Trader has failed to remedy such breach within 10 business days after receiving notice from the Charity requiring it to do so;

c. in the Charity's opinion the Corporate Trader's image or reputation has been brought into disrepute or the Promotion has damaged, or allowing the Promotion to continue would damage, the image, reputation or goodwill of the Charity; or

d. the Corporate Trader suspends payment of its debts generally; is, or becomes, unable to pay its debts when they are due; is, or becomes, unable to pay its debts within the meaning of the Corporations Act; enters into, or resolves to enter into, any arrangement, composition or compromise with, or assignment for the benefit of, its creditors or any class of them; ceases, or threatens to cease, to carry on business or a receiver, receiver and manager, administrator, trustee or similar official is appointed over any of the Corporate Trader's assets or undertakings; or an application or order is made for the winding up or dissolution of the other party or a resolution is passed or any steps are taken to pass a resolution for the winding up or dissolution of the Corporate Trader, except for the purpose of an amalgamation or reconstruction which has The Charity's consent.

17. Termination by the Corporate Trader

The Corporate Trader may terminate this agreement by giving one month's notice in writing to the Charity of the Corporate Trader's intention to cease operating the Promotion.3 (NSW), any equivalent legislation in any other jurisdiction and the conditions, directions and instructions of the Charity's Fundraising Authority.

18. Consequences of Termination

a. On expiry or termination of this agreement, the Corporate Trader must:

i. pay all outstanding Fundraising Amounts to the Charity;

ii. provide all records of the supply of Products or Services the subject of the Promotion, income and expenditure in relation to the Promotion to the Charity, including as set out under clause 8.c;

iii. immediately cease using all materials which make reference to the Charity or the Promotion.

19. Limitation of Liability

a. Any liability of the Charity for Loss, however caused (including by the negligence of the Charity), suffered or incurred by the Corporate Trader in connection with this agreement is limited to the amount of fundraising money paid to the Charity by the Corporate Trader under this agreement. This limitation is an aggregate limit for all claims, whenever made.

b. Clause 19.a does not apply to any liability of the Charity for failure to comply with a Consumer Guarantee applicable to the agreement under Schedule 2 to the Competition and Consumer Act 2010 (Cth) and the corresponding provisions of the Australian Consumer Law (New South Wales) or the equivalent provisions in any other relevant jurisdiction as applicable ("ACL").

c. Subject to clause 19.c, unless the services are 'services of a kind ordinarily acquired for personal, domestic or household use or consumption', as that expression is used in section 3 of the ACL, the liability of the Charity for Loss, however caused (including by the negligence of the Charity), suffered or incurred by the Corporate Trader because of a failure to comply with a Consumer Guarantee is limited to the Charity (at its election), resupplying the services or paying the cost of having the services supplied again.

d. Clause 19.b does not apply if it is not Fair or Reasonable, for the purposes of s64A of the ACL or any equivalent provision in any relevant law, for the Charity to rely on it.

20. General

a. Each party must not assign, transfer or sub-license any of its rights under this agreement without the prior written consent of the other party.

b. Nothing in this agreement is intended to create any partnership, joint venture, agency relationship or other affiliation between the Charity and Corporate Trader. The Corporate Trader must not represent or hold out that it has any affiliation with or endorsement by the Charity other than as expressly set out in this agreement.

c. Any notices under this agreement must be in writing and sent to the address specified in the Key Terms or as notified to the other party from time to time. Emails are acceptable

d. This agreement is governed by the laws of New South Wales, Australia and each party irrevocably submits to the non-exclusive jurisdiction of the Courts of New South Wales.

e. The Charity may vary these terms of this agreement by written notice to the Corporate Trader if this becomes necessary as a result of an addition, variation or deletion of an existing condition of the Charity's Fundraising Authority. No other variation of the terms of this agreement will be effective unless it is in writing and signed by both parties

TERMS & CONDITIONS Cont.

20. General Cont..

f. This agreement states all the express terms of the agreement between the parties in respect of its subject matter. It supersedes all prior discussions, negotiations, understandings and agreements in respect of its subject matter. Any condition or warranty which would be implied by law as a term of this agreement is excluded.

g. Neither party has relied on any statement by the other party not expressly included in this agreement.

h. If a dispute arises between the parties in relation to this agreement, the Representatives must meet with a view to resolving the dispute as soon as possible, and in any event, within 3 days of notification of the dispute to the other party. Unless a party has used its best endeavors to resolve the dispute in accordance with this clause, that party may not commence court proceedings or arbitration relating to the dispute (except where that party seeks urgent interlocutory relief, in which case that party need not comply with this clause before seeking the relief).

i. Each party agrees to notify the other as soon as possible if it receives a complaint or grievance from the public or an employee in relation to the Fundraising Appeal. The parties agree to use their best endeavors to resolve any such complaint or grievance as soon as possible and, in any event, within 60 days of notification of the complaint or grievance

CONTACT US

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