

# Together in Teal:

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## Fundraising Toolkit

*Help fundraise and support the lives  
of families impacted by a premature  
or sick birth.*



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# Welcome

## THANK YOU FOR CHOOSING TO SUPPORT MIRACLE BABIES FOUNDATION.

Every year in Australia, around 48,000 newborn babies require the help of a Neonatal Intensive Care Unit (NICU) or Special Care Nursery (SCN). 27,000 of these babies are born premature and up to 1,000 babies lose their fight for life.

For families, the experience of having a baby come into the world not as expected or planned is life-changing.

Without support these families are at increased risk of depression, fear, guilt and stress whilst falling into a spiral of feeling isolated and helpless.

With your fundraising efforts, you help support our *NurtureGroup* and *NurtureTime* programs which run in and out of hospitals. These free services help connect these families with the support, companionship, resources and services they need during this difficult time.

We hope this toolkit helps navigate you to a fundraiser that you are passionate about whilst instilling change in the community.

Help a miracle, together in teal.

# Why Teal?



At Miracle Babies Foundation, we proudly embrace the colour **teal** as a symbol of strength, hope and unity for families of premature and sick newborns.

**Teal** represents the journey of these families and the unwavering support that surrounds them, near and far.

We've named our movement **Together in Teal** because no family should feel as they are alone in this difficult time.

This campaign is designed to bring people together, no matter their fundraising goals, ideas, interests or situation.

Whether you are hosting a morning tea, taking on a fitness challenge, workplace giving, or dedicating a fundraiser to your very own miracle - there is a way for everyone to get involved.

Every effort big or small makes a difference in supporting the lives of families impacted by a miracle baby. Let's make a difference...

Together, in Teal.

# Getting started:

Choose a fundraising theme

Set a goal and a timeline

Gather your team

Register your online fundraising page (if needed)

Use our promotional tools and templates

Share your impact and help raise awareness



# Themes

## 1 'TRAINING IN TEAL'

### *Fitness and Wellness*

For fitness lovers , gyms, clubs and active fundraisers! Take on a challenge, organise a charity workout or run a marathon and raise funds.



## 2 'WORKING IN TEAL'

### *Workplace Giving*

Engage workplaces with workplace giving, themed fundraising days or team building challenges to make an impact while at work.



## 3 'STUDENTS IN TEAL'

### *Schools and Education*

Schools, Childcares and Universities can get involved with a 'Teal Day', bake sales read-a-thons or even student led fundraising initiatives.



## 4 'EVENTS IN TEAL'

### *Specific Events*

Host a teal themed birthday, Christening, gala, trivia night and more to raise awareness and support Miracle Babies!



## 5 'SEASONS IN TEAL'

### *Seasonal Events/Days*

Celebrate the seasons with themed fundraising such as Christmas light displays, wrapping stations and easter egg hunts and encourage some festive giving.



## 6 'TRIBUTES IN TEAL'

### *Dedications and In Loving Memory*

Honour a loved one or a special milestone by dedicating a fundraiser to a special miracle, or leave a lasting gift.



## 7 'COMMUNITY IN TEAL'

### *Community and General Fundraisers*

Bring your local community and organise a BBQ, raffle, market stall or host your own fundraising idea to support the families of premature or sick babies.



**NOT SURE IF ANY OF THESE SUIT YOU?**

**WHY NOT CREATE YOUR OWN IDEA!**



# Training in Teal

*Whether you love running, cycling, yoga or a fitness challenge - turn your fitness goals into an empowering way to support the families of premature and sick newborns.*

## Join our Teal-a -thon, it's simple:

- \$20 entry
- 20 minutes exercise for
- 20 days

Enquire now for more info!

## Join a fun run:

Miracle Babies is featured as a charity on several different fun runs this year on Grassrootz. Check out our website's running calendar and nominate us as your charity!

## Organise a company step challenge:

Grab your colleagues and engage in some competitive fun. Start a step challenge while fundraising for Miracle Babies.

## Create your own challenge:

Whether you want a challenge surrounding your own fitness goals, or if you want to grab your friends or colleagues - create a challenge and fundraise in a way that works for you.



Rottana (left) participating in the 2024 City2Surf with her very own Miracle baby (right)



# Working in Teal

*Working in Teal empowers workplaces to create meaningful change while fostering team spirit and community impact. Whether through payroll giving, team-building events, workplace fundraisers, or one-time donations, your organisation can make a lasting difference for families with premature or sick newborns.*



## **Payroll Giving:**

Donate as little as \$2 from each pay to supporting Miracle Babies. Sign up through a platform such as Good2Give or contact your company's HR to get started!

## **Organise a company challenge:**

Grab your colleagues and engage in some competitive fun. Start a team building challenge while fundraising for Miracle Babies.

## **Host a fundraising event:**

Whether it be a trivia night, a raffle or a weekly BBQ, every fundraising event is a special one. Plan an event that aligns with company values and interests and raise for the families of premature and sick babies.



# Events in Teal

*Events in Teal is your opportunity to make a difference while celebrating life's special moments. Whether it's a birthday, christening, charity ball, backyard BBQ, or any other event close to your heart, you can turn your gathering into a meaningful fundraiser for Miracle Babies.*

## Celebrations:

Dedicate an event such as a Birthday or Christening to a miracle. Feel free to use our Miracle Babies Foundation resources whilst sharing your own personal story with a Miracle Baby.

## Fundraising Events:

Fundraisers have hosted events such as barbeques, balls and high teas with entry tickets, prize and merchandise proceeds donated to Miracle Babies Foundation!

P.S.

We also have multiple Miracle Babies Events throughout the year. Check our website for more information on how to get involved in an event near you!





# Students in Teal

*From dressing up in teal, participating in creative challenges or contributing a gold coin, we aim to empower students to make a difference while building community spirit. Every inch of generosity helps support these families in need.*

## Teal Toes:

Dedicate a day or a week to wearing fun teal socks and fundraising for Miracle Babies.

## Fundraising events:

Host a community bingo, raffle or trivia day/night and fundraise while getting the school community involved.

## Host a Teal Day:

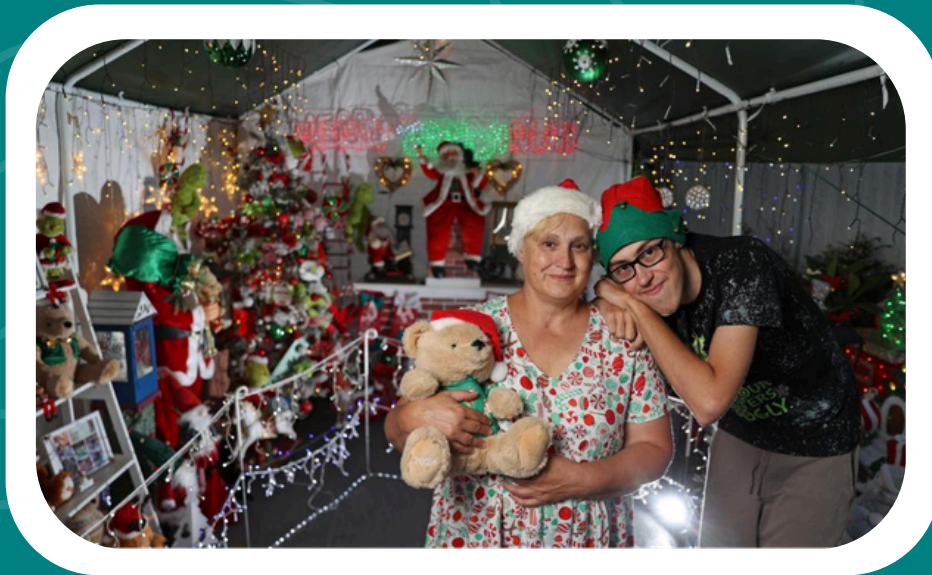
Teal day is a special event where schools can turn their clothes, hair or classrooms into teal for the day. This event is simple: students and staff wear teal, participate in fun activities and fundraise with a \$2 coin.





# Seasons in Teal

*Seasons in Teal is the perfect way to bring the spirit of giving to life during the festive season. Whether it's hosting a Christmas fundraiser, organising a gift drive, or adding a touch of teal to your holiday celebrations, you can make a meaningful difference for families of premature or sick newborns. From teal-themed decorations to personalised fundraising ideas, we'll help you spread joy and hope while supporting Miracle Babies. This season, let's come together to celebrate, give, and create miracles in teal.*



## **Christmas Lights Display:**

Throughout the years, we have had many families fundraise during their Christmas Lights Display whilst spreading Christmas cheer. Enquire now to host a fundraising crib this season.

## **Wrapped in Teal:**

Support Miracle Babies this season by wrapping gifts in teal paper, ribbons or cards and help raise awareness for premature and sick babies.

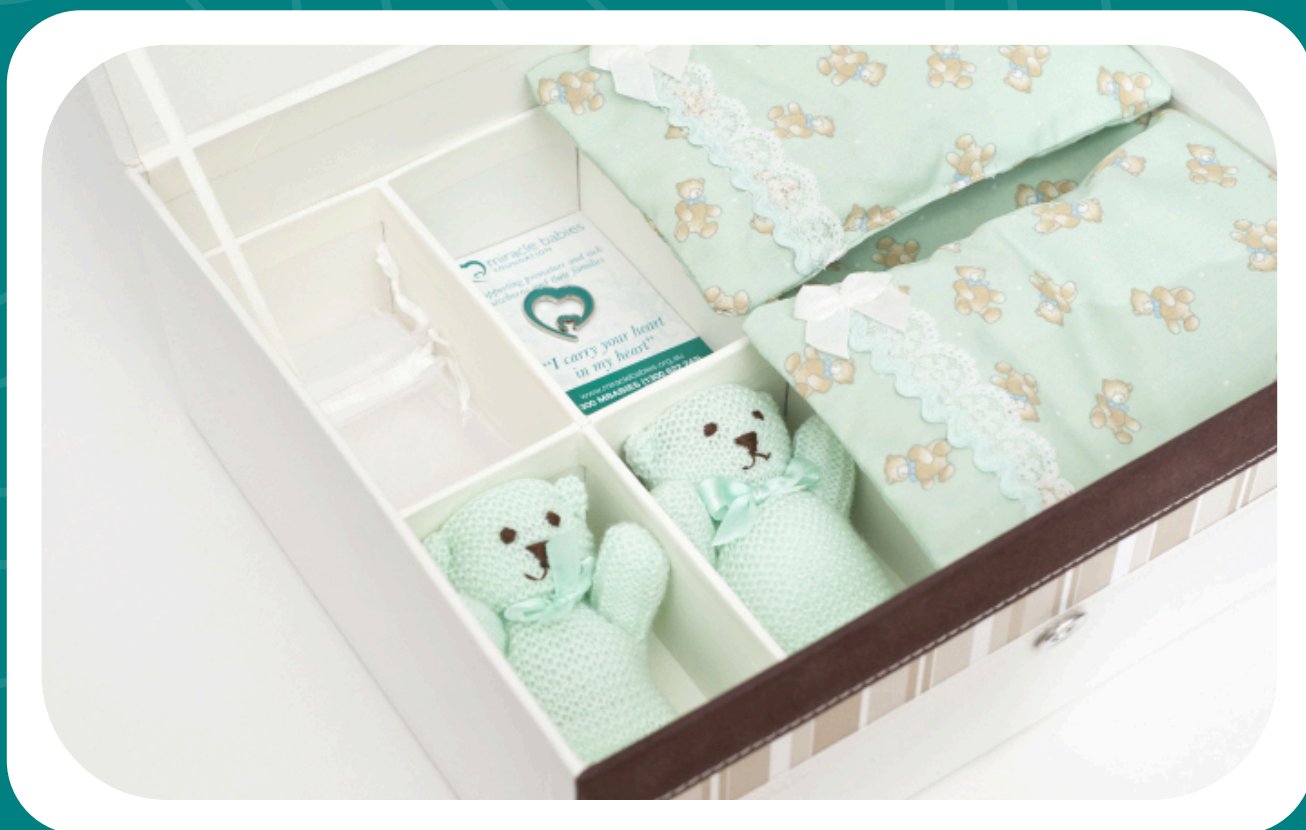
Miracle Babies Foundation also fundraises throughout the year for different seasons of giving such as World Prematurity Day, Miracle Month of May and Quadruple Giving Day.

Check out our website for more information on how you can get involved!



# Tributes in Teal

*Tributes in Teal offers a heartfelt way to honour the memory of a loved one or leave a lasting legacy of hope.*



## **Gifts in Wills:**

Leaving a gift in your will offers a lasting gift to families in need and leaving a meaningful impact.

Contact us today for more information regarding bequests and how to leave a gift in will.

## **Dedicate a Fundraiser:**

Some families have fundraised in loving memory of a special someone.

Tributes in teal helps commemorate our loved ones whilst providing strength, healing and hope for the families who need it most.



# Community in Teal

*Community in Teal is your opportunity to make a difference in your own unique way. Community in teal is perfect for individuals or groups who are passionate about driving change in the community and are committed to help whenever, wherever. Fundraise with your own ideas, big or small.*

## It's up to you!

Create your very own fundraiser and let your ideas come to life. Our fundraising team is here to help. Contact us with your ideas and we'll be able to help navigate a fundraiser that works for you.



# We're here to help

We know fundraising takes time, commitment and hard work. We are so grateful that you are helping deliver our purpose to *improve, support and enhance all lives impacted by a premature or sick birth.*

Feel free to contact our Fundraising team:  
[community@miraclebabies.org.au](mailto:community@miraclebabies.org.au)  
02 9724 8999