



# FUNDRAISING TOOLKIT

Help raise funds for Miracle Babies Foundation and support premature and sick newborns, their families and the hospitals that care for them.

miracle babies  
FOUNDATION

Smiles through  
Program™

Centre

Smiles through  
Program™

nurturing miracles

# THANK YOU FOR SUPPORTING US

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. This can have negative effects on parents wellbeing. Without support, this overwhelming and traumatic experience can have lifelong effects on the emotional well-being of these miracle families.

By fundraising for Miracle Babies Foundation, you are helping support miracle families through our Miracle Babies *Nature* program, online resource centre, hospital support, and community awareness and advocacy.





## HOW WILL THE DONATIONS HELP?

- \$54** supports a grieving family
- \$64** supports a family during unexpected hospital admission
- \$143** supports a family through their hospital journey
- \$715** supports a family in their first year after leaving hospital



# EASY STEPS TO FUNDRAISING

1. Choose a fundraising activity and name for your fundraiser.
2. Create an online fundraiser page on our website. Go to the **WAYS TO GIVE** tab, then select **FUNDRAISE**. Select from the list of templates or click **START FUNDRAISING FOR MIRACLES** and follow the prompts.
3. For offline fundraising, complete the *Fundraising Activity Registration* at <https://shorturl.at/dewMQ>
4. Add a self-donated amount to encourage donations.
5. Promote your event and tag us in your social stories @miraclebabiesfoundation
6. Encourage businesses and individuals to sponsor your event through a specific dollar amount, gifts or prizes. We can provide a Sponsorship Template Letter for you.
7. Thank all your supporters at the end of your fundraising event.



# FUNDRAISING IDEAS



## Create an Event

- Trivia or bingo
- Fancy dress party
- Themed gala dinner
- Fashion show
- Sausage sizzle
- Work morning tea
- Karaoke night



## Challenge Yourself

- Fitness class challenge
- Walk, Run, Swim or Cycle Marathon
- 'Go without' challenge
- Cut your hair off
- Skydive or Bungee Jump



## Celebrate

- Birthday
- Baby shower
- Anniversary
- Wedding
- Christmas Party

# FUNDRAISING MUST HAVES

- It is important that you promote your fundraising event as "Proudly Supporting Miracle Babies Foundation". You must use our proudly supporting logo.
- If you are hosting an event offline in addition to raising funds through the Miracle Babies Foundation website, then you must have an Authority to Fundraise letter. We can provide this to you.

## FUNDRAISING SUPPORT THAT WE CAN PROVIDE

- Flyers, posters, balloons, donation boxes and more.
- An authority to fundraiser letter which gives you approval to collect donations at your event.
- Promotion of your event by sharing your social media stories to our social pages.
- A merchandise pack can be pre-purchased from our online shop so you can sell products at your event.
- A representative from Miracle Babies Foundation can be arranged to attend an event or accept a cheque presentation.

## FUNDRAISING SUPPORT THAT WE CANNOT PROVIDE

- Miracle Babies staff to coordinate or run your event.
- Applications for permits, licenses or insurances.
- A contact list to promote your event.
- Gifts, prizes, auction or raffle items.
- Access to Miracle Babies Ambassadors or Corporate Partners





## FUNDRAISING SUCCESS

Each year, John and Mel host the successful *Christmas Lights on Hennessy*, a fundraising event that encourages the community to visit their Christmas light display and donate to Miracle Babies Foundation.

In 2023, Christmas Lights on Hennessy, raised \$4400 through online fundraising and through collecting cash donations on site via a Donation Humidicrib. The funds raised are a testimony to the family's courage in sharing their story online and in person.

“Miracle Babies is a cause close to our hearts and one we have had personal experience with. Our first child Blair was born at 25 weeks and sadly passed away at 6 days old. Our second child Brax was born at 31 weeks. In both instances we received support from Miracle Babies.”

Miracle Babies Foundation is thankful for the dedication of John and Mel and the support from the community.



# WE'RE HERE TO HELP

We know fundraising takes time, commitment and hard work, and we are grateful that you are supporting Miracle Babies Foundation.

Please contact our Fundraising Team on 02 9724 8999 or email us at [info@miraclebabies.org.au](mailto:info@miraclebabies.org.au)

## **Miracle Babies Foundation**

8/30 Healthcote Road  
Moorebank NSW 2170

