

FUNDRAISING TOOLKIT: STUDENTS IN TEAL



Students in Teal



Every year in Australia, more than 48,000 babies are born requiring specialised care due to prematurity or sickness at birth.

Sadly, up to 1,000 babies will lose their fight for life.

Parents are at increased risk of post natal depression, anxiety and PTSD while babies can face heightened risk of disabilities, developmental delays, behavioural challenges and ongoing health conditions.

Impacts can last a lifetime.

At Miracle Babies, we aim to improve, support and enhance all lives impacted by a premature or sick birth. We believe in the power of community and shared purpose.

'Students in Teal' is an engaging and impactful way for schools to unite in support of Miracle Babies Foundation and help fundraise for families affected by a premature or sick birth.

Some of these families may have had a recent or past experience with a preterm pregnancy and could very well be one of the families within your school.

Let's raise awareness and support for these families and their children by bringing together students, teachers and families in a fun, teal, community day!

Get your school involved today and show that even the smallest (and biggest) hands can make the largest impact.

Together, in Teal.



Teal represents the journey of our Miracle Babies – a journey that begins with uncertainty but is marked by incredible milestones and triumphs.

This campaign empowers students to make a difference while building community spirit. Every inch of generosity helps support these families in need.

Your involvement matters.

Help a miracle.

**TOGETHER IN TEAL
MIRACLE BABIES FOUNDATION**

What is a Teal Day?

Teal day is a special event where schools can turn their clothes, hair or classrooms into teal or create a teal heart for the day.

Students and teachers can get creative and participate in teal-themed activities such as decorating the classroom in teal paintings, ribbons, hearts or your own idea.

With a simple \$2 gold coin donation, your school can help create miracles while building community spirit.

**For more information, please email:
community@miraclebabies.org.au**

Fundraising ideas

Wrapped in Teal

Wrap cupcakes, cakes and any sweet treats in Teal wrappers for your next cupcake day or bake sale!

Training in Teal

Make athletics and swimming carnivals a time for giving by wearing teal ribbons, caps, or tops while competing.

Events in Teal

Host a teal event while fundraising for Miracle Babies e.g bingo, trivia and raffles.

Colouring in Teal

Why not a colouring or drawing competition using the colour teal for book week?

Teal Toes

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

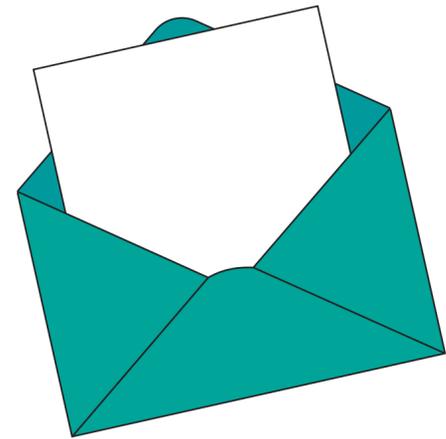
Set up your fundraising page with one of these as the campaign name or email us your ideas. We'll be happy to help carry out your plan and provide some resources.

We're here to help!

Offline Fundraising

SANCTION LETTERS -

Cash donations (such as gold coins) require a sanction letter, but we have it sorted for you! Once fundraising event details are finalised, we can send this to you.



DONATION BOXES -

For donations, feel free to request some of our Miracle Babies Donation Boxes - both big or small.

In some instances, we can organise a drop off or post them to the best address.

RESOURCES -

We can help with some Miracle Babies resources during your fundraiser.

Whether it be flyers to share with staff or parents, or balloons to help decorate the school - we're here to help.



LOGOS -

As a fundraiser you are free to use our 'proudly supporting Miracle Babies Foundation' logo in your newsletters, posters, shirts or communications in the leadup to and during your fundraiser.

Fundraising Tips

Plan ahead and raise awareness early on to maximise community engagement.

Promote your fundraisers in newsletters, Facebook groups and emails.

Encourage businesses and individuals to sponsor your event through a specific dollar amount, gifts or prizes.

Utilise your resources to help boost support and donations.



How do donations help?

\$68

Supports a grieving family

\$81

Supports a family during an unexpected admission

\$147

Supports a family through their hospital journey

\$475

Supports a family through their first 6 months at home

\$908

Supports a family their first year after leaving hospital

An independent study conducted by the **Impact Institute** evaluated the work of Miracle Babies Foundation with families and clinicians. The *Nature*Program was proven to:

Improve parental mental health

Improve parent and child bonding

Increase parent NICU engagement

Increase social connection

Improve breastfeeding success

Empower parents and children for better health choices

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 on
02 9724 8999 or email us at
community@miraclebabies.org.au



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