

Friends of Baby Loss NZ

We are continually seeking support to allow us to continue the invaluable work we do in supporting bereaved parents and their whanau. Can you help by becoming a 'Friend of Baby Loss NZ'?

What is a Friend of Baby Loss NZ?

In a nutshell – this is someone who financially supports us by setting up a small automatic payment (minimum \$5 per week). As we are a registered charity, these payments are tax deductible as they are given as a donation.

What does a Friend of Baby Loss NZ receive?

Ultimately – you receive the blessing of helping families in New Zealand whose baby has died at any stage of pregnancy, at birth or up to a year following birth.

Our thanks to you

Upon receiving your first payment, we will send you a Welcome Pack including:

1. 1 x Baby Loss Awareness Week Foot pin
2. details about your VIP ticket to our annual mid winter cocktail party
3. the first of 2 x full colour newsletter updates (6 monthly)
4. Our bi monthly magazine hard copy (normally pdf) x 6 issues per year

****Please note these are not purchases – they are given as a thank you****

Can I change payment frequency?

Absolutely. Payments can be made weekly, monthly, 6 monthly, or yearly. Receipts for claiming back tax on your donations are sent out at the end of the financial year unless you require a different frequency.

Where will the money go?

Your money will go directly into the running of Baby Loss NZ. This will include (but is not limited to):

1. Our Care Bags and Early Loss Packs that are available to all families. These can be seen on our Making Memories page.
2. Our Active Parenting & Tangible Memory Making Service enabling families to receive beautiful castings of their baby's hands and feet, hand and footprints (using our inkless system) and photos placed on CD as still shots and set to music in a slideshow.
3. The upkeep of Baby Loss NZ House including rent, power, phone etc making sure that we can offer this beautiful and serene place to families and whanau.

4. Office supplies to allow us to continue producing information leaflets and any other general admin performed.
5. Resources for our annual community events e.g balloon release, memorial service etc

How do I become a 'Friend of Baby Loss NZ'?

There are a few ways you can do this:

- Email admin@babyloss.co.nz to request an information pack
- Ring us – 0800 726374, 027 872 6901 and request the pack
- Set up your automatic payment and email us to let us know

Banking details:

Baby Loss NZ - 06 0991 0155088 03 Please remember to put your full name as reference.

BABY LOSS NZ



Funder's Pack

A single act of kindness throws out roots in all directions, and the roots spring up and make new trees. The greatest work that kindness does to others is that it makes them kind themselves. - Lawrence G. Lovasik

PHILOSOPHICAL STATEMENT

That support is adaptable to different ethnicities and the beliefs of all parents and their families/whanau/aiga.

That recognition, acceptance and acknowledgment of each diverse experience of loss, is equal in duration to the often lifelong impact on their lives.

That grief can be a trigger for ongoing physical and mental health conditions.

That providing all families/whanau/aiga with the opportunity of making memories of their baby will assist in helping to keep their memory alive and positively channelling grief to minimise any possible health conditions.

That encouragement through support, care, trust and respect ensures every moment during the finite time their baby is present, counts.

That the diversity of all individuals must be acknowledged and respected regardless of their ethnicity

OBJECTIVES

To improve, promote, and protect the health and wellbeing of women, their partners, families/whanau/aiga and communities.

To provide parents with tangible memories of their baby and information to assist them in making informed decisions regarding their loss or impending loss

To provide ongoing education to health professionals and other care givers about the experience of early loss, stillbirth, newborn death, other pregnancy loss or infant death

To promote the implementation of health care policies in accord with our Philosophy

To raise awareness of the experience and impact of stillbirth, newborn death and other pregnancy loss.

To network with other organizations which hold similar aims to us

To carry out other activities consistent with the charitable purposes of the society

VISION PLAN 2013-2018

- 15-20% increase per annum of families utilising the direct visit support from Baby Loss NZ from distributed Care Bags at Middlemore Hospital. A total of 60% of all deaths by 2018.
- 3 workshops per year.
- Minimum of 75% profit margin per annum on all retail sales for income generation for operational costs.
- Development and implementation of a marketing and public awareness annual plan.
- The establishment of 1 new collaborative partnership with another community group or organisation per annum.
- Sponsorship, donations, funding and retail sales to be equal or greater than \$120,000 per annum.
- 50% increase per annum of individual Friends of Baby Loss NZ donators.
- 2 new companies per annum to the Friends of Baby Loss NZ donators.
- 4 key meetings per annum per key partnership.
- 100% self-sufficient for salaries for the Baby Loss NZ Manager by December 2018.
- Establish a structured volunteer program to support Baby Loss NZ operations.

ABOUT BABY LOSS NZ

Baby Loss NZ is a registered charity (CC32638) set up in April 2008 by Sarah Numan, after the need for a support group in the Manukau region was identified. We support parents and their families who live in the region and have experienced the death of a baby during pregnancy, at birth or up to a year following a full term birth. We also support parents facing the difficult decision following a poor prognosis.

From 2008 to 2010 the organisation was solely voluntary. Due to the success of the team of volunteers within the committee and the co-ordinator the need within the community grew and as such demand upon the organisations resources. From the support of Lottery Auckland Community Grants the part time role of co-ordinator became a paid position in 2010 and since has been a partial paid role. In 2013 the role became obsolete and the new full time position of General Manager was established to continue to meet the growing demands from the successful relationship building and growth in professionalism. When funding allows, this is a partially paid role.

Sarah was the Sands NZ National Coordinator from 2012 - 2014 using her passion for memory making begin the implementation of our Care Bags being distributed nationwide.

In November 2012, the Baby Loss House was officially opened by Jami-Lee Ross, MP at our VIP party also attended by Megan Alatini and the financial friends who without, we would not have been able to secure this beautiful property.

In 2013 our Volunteer program was established, during the first year over 6000 hours were donated.

In September 2014 we officially changed our name to **Baby Loss NZ** to bring more focus on our support with respect and understanding of all ethnicities and their beliefs within our community.

In August 2015 we moved the Baby Loss House to Papakura following the sale of the building we rented in Whitford.

FROM YOUR KINDNESS

All bereaved parents receive a Care Bag, since 2011 over 1000 have been distributed to Middlemore Hospital and given to families.

Over 450 families can continue to hold their baby's hand through the Tangible Memory Making Service.

Parents can visit the Baby Loss NZ house and find support from the group meetings. They can come together in a friendly, nonjudgmental space to share, listen, and acknowledge others who may have been through a similar experience to their own. We've had around 200 visits to our support groups since 2012.

Over 80 people have shared their stories about their baby's over a cup of coffee at our monthly coffee mornings.

We've held 6 practical workshops and 8 training and education sessions for health professionals.

Hosted baby loss awareness events, Christmas parties and a Cocktail Evening.

Your kindness has touched many hundreds of parents and their families/whanau/aiga and will continue to support, help and bring hope to many, many more.

Kia Ora Thank-you Malo 'aupito Fa'afetai Doh je

Baby Loss NZ

Funding Plan

2014-18

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Overview

Every month more than 20 families will be consumed by grief due to the often sudden death of a baby during pregnancy or within the first year of the baby's life. Since 2011, almost 1000 families have been supported first-hand by parents who all know how heart breaking it is to hold a baby that will never fulfil the dreams you had for them while pregnant and how empty you feel on a daily basis because your child's life ended before it began.

In line with the 2013-18 Vision plan the aim to build capacity of resources and become financially secure, it is imperative that a revenue generation plan is established. With the current structure, only a small percentage of all families can be assisted with their grief. In order to help over 60% of all families, an income greater than \$120,000 needs to be generated.

This document will serve as a guide along with the: operations plan, volunteer plan and marketing and promotional plan to ensure the committee and employed personnel move closer to fulfilling all aspects of the vision plan and in turn support families within the community during the challenging time of grief. Ultimately bringing hope back to families/whanau.

Funding Priorities

General Manager wage

Baby Loss NZ House, rent, power, phone

Tangible Memories - Castings

Care Bags

Operations including Operations Assistant wage

Baby Loss Awareness Week and other key events

Other

First Tier Funding

Objective: First tier funding is income generated from retail sales and collection boxes situated in key community areas or events. We estimate that our total cost to run the charity this year will be \$146,344. Although low level amounts, aiming for around \$10,000 from retail sales will assist in generating 6-10% of total income required. Target areas for retail and collection boxes include although not limited to: website, social media, community events, Botany community booth, and door to door sales.

Retail items

Current

Inkless Kits

Key Rings, book marks,

Freedom and Hope's foot, pin badge

Casts

Charm bracelets

Candles

Teddy's

Gift pots

Wristbands

Possible future additions

Stationary – cards, thank-you cards, birthday cards,
Christmas cards, mother's and father's day cards

Journals – memory books

Photo albums

Photo frames

Calendars

Diaries

Tea – towels

Apparel – t-shirts, scarfs, hats

Rainbow baby gifts, onesies 'my sister watches over me'

Collection Boxes

Community events, Botany Day, Pakuranga, Howick, Manukau
Malls (Baby Loss Awareness Week)

Churches and groups

Community Centres and Libraries

Supermarkets, Florists

Baby Shops – Baby City, Pumpkin Patch, Baby Factory, Cotton
on Kids, Toy shops

Second Tier Funding

Objective: Second tier funding currently generates \$18,000 from donations 15% of total income required. This tier would be the heart and central to the income stream for the organisation. Ideally this tier would be around 25% of all income required. This tier requires the promotion of the organisation to the current database and extension to the wider public. This can be done through social networking, community networking, events, txt to donate campaigns, larger marketing and public awareness as per the marketing plan.

Donations 'Gifts' from families / members of Baby Loss NZ

Gain and Retain – Approach current donors to change to payroll giving and promote to colleagues and friends.

Baby Casts

Link to Penguins and other day cares

Approach ante-natal groups

Playgroups

Mainly music and other community pre school groups

Events

Movie Nights

Auction nights

Quiz nights

Casino nights

Business generated events

Personal Sponsorship for challenges

Fundraising or Give a little

Rotary

Lions Club

Online auctions

Third Tier Funding

Objective: Third tier funding currently is the largest source of income for the organisation. Appropriate funding trusts, groups and events will be identified and approached to meet the needs of the organisation. The main aim for seeking funding from this tier would be to build capacity of our current resources and operations. In turn future proofing and minimising the vulnerability of the organisation.

Pub Charities

Funding Trusts and Grant Bodies

Philanthropic Trusts

Grocery Ball

Round the Bays – email to become a gold member charity.

Sponsorship / Partnerships

Objective: Sponsorship or partnerships from corporate brands and companies is a secure long term vision. Not only would this aid the financial status of the organisation it would give a high profile public awareness status offering more opportunities for the first and second tier funding methods. Ideally 40% plus of the required income would come from this source.

Current

Toyota
Warehouse Pukekohe
The Warehouse Group
Z Energy (Harris Rd & Hunters Corner)

Future Possibilities

Cadbury's
Telecom, Vodafone, 2 degrees
Jetstar
Warehouse
Whitcoulls
Z Fuel and BP Fuel
Banks – ANZ, BNZ
Car dealers - Toyota
Other Companies and ideas
Trusted New Zealand Brands
Florist
Nappies – Treasures
Formula

Baby Food – Simply Organics
Memory Trees
Trademe – round up to a charity
Baby shops
Baby magazine – Oh Baby, Treasures
Recycle baby clothes
Holistic therapy for parents for example massage

Stewardship

Objective: Given that donor acquisition is 6 to 7 times more expensive than retention, a focused process needs to be implemented to ensure there is a want from the donor to repeat the gift. Building to a long-term relationship is the key to ensuring the donors are recognised, appreciation and gratitude communicated and they are passionate about their chosen charity.

Financial Friends database
Matrix donors on amount and frequency
Ask for ideas, use survey monkey, and phone survey
Coffee catch ups
Phone catch ups
Real stories – on social media (videos) and written
Thank-you card, as well as letter ‘thanks to you we have....’
Milestone cards – eg XX donated from you or X year’s thanks for your loyalty
Annual target update
What we’ve bought or done because of them
Annual report- include donors and volunteers
Spring – picnic (event)
Autumn – dinner

New donor pack

Thank-a-thon – thank you and what could we do better

Engage with past
donors

Communicate with intention: create anger, fear, and empathy.

Donors want to know about the impact of their gift – not about what we
do....

Press releases

Profile donors – who they are, pick individuals to talk about their story
and why they donate.

Baby Loss NZ 2014-15

Summary of progress of the 2013-18 Vision Plan.

From the 2013-18 Vision Plan the following were the main focus points for the Baby Loss NZ Committee and Baby Loss NZ Manager, during the period of 2014-15 with details of the progress made.

Vision Point One.

15-20% increase per annum of families utilising the direct visit support from Baby Loss NZ from distributed Care Bags at Middlemore Hospital. A total of 60% of all deaths by 2018.

This vision has been reached and exceeded with 80% of families utilising the direct visit support (*as at July 2015*)

Vision Point Two.

3 workshops per year.

There were five workshops that were conducted for Baby Loss NZ members and volunteers in the Friends of Baby Loss NZ Volunteer Program. (FBLVP).

Memory Box Workshop – 24 August 2014, attendance of 20

Focus group Workshop (designing our new logo) – 31 August 2014, attendance of 15

Castling Training – 11 April 2015, attendance of 5

Cast Painting – 6 May 2015, attendance of 4

Cast Painting – 10 June 2015, attendance of 4

Additional to these workshops Baby Loss NZ also held the following events:

July 2014 - Winter Warmer Cocktail Party

October 2014 - Children's day (during Baby Loss Awareness Week)

October 2014 - Bubble walk to remember

October 2014 - Memorial service

December 2014 - Children's Christmas party

February 2015 - Volunteer induction day

Vision Point Three.

Minimum of 75% profit margin per annum on all retail sales for income generation for operational costs.

2013/14

Profit of 72% this includes the large purchase from Sands New Zealand for care bag resources for all the national branches.

2014/15

Due to restructure with positions within Baby Loss NZ, this information is yet to be reported on.

Vision Point Four.

Development and implementation of a marketing and public awareness annual plan.

Nothing actioned in 2014/15

Vision Point Five.

The establishment of 1 new collaborative partnership with another community group or organisation per annum.

2013/14 partnerships

Whakawhetu, national SUDI (Sudden Unexpected Death Infancy)

Nevaeh's Nappies – creating identical nappies for premature and stillborn babies

Early Buds – supporting Kiwi parents of premature babies

Angel Gowns for Kiwi Babies – an organisation making bereavement gowns out of wedding dresses

Gowns of Love

Victim Support Otago

2014/15 partnerships

Angel Casts Hamilton

Fountains Funerals

Davis Funeral Home

Manning Funerals

Vision Point Six.

Sponsorship, donations, funding and retail sales to be equal or greater than \$120,000 per annum.

| | 2012/13 | 2013/14 | 2014/15 |
|--------------------|---------------------|---------------------|---------------------|
| Sales | \$ 14,540.83 | \$ 25,274.76 | \$ 6,158.14 |
| Donations | \$ 21,195.00 | \$ 20,753.15 | \$ 18,488.77 |
| Fundraising | \$ 3,232.00 | \$ 2,005.00 | \$ 2,449.01 |
| Grants | \$ 37,653.70 | \$ 30,000.00 | \$ 56,043.15 |
| Total | \$ 76,621.53 | \$ 78,032.91 | \$ 83,139.07 |

2013/14 showed a slight increase in the total income generated, which was improved on during 2014/15.

Vision Point Seven.

50% increase per annum of individual friends of Baby Loss donors.

| 2012 | 2013 | 2014 | 2015 YTD |
|-------------|-------------|-------------|-----------------|
| 47 | 46 | 34 | 35 |
| | | | |

A welcome pack has been developed for financial friends.

Vision Point Eight.

2 new companies per annum to the friends of Baby Loss NZ donators.

Discussions have been started this year with the following companies regarding becoming donators:

Harcourts, Flat Bush

Bayleys, Ridge Rd

Davis Funerals, Mt Eden

Vision Point Nine.

4 key meetings per annum per key partnership.

August 13th 2014 – Carol Drew, Family Support Services, Totara Hospice

August 18th 2014 – BCS Middlemore Hospital

August 25th 2014 – Davis Funerals

April 21st 2015 – BCS Middlemore Hospital

Vision Point 10.

100% self-sufficient for salaries (\$62,400) for the Baby Loss NZ Manager by December 2018.

2013/2014 Grant secured for \$25,000

2014/2015 Grant secured for \$30,000

2015/2016 Nothing secured this year

Vision Point 11.

Establish a structured volunteer program to support Baby Loss NZ operations.

2013/14

Facebook group created that has seen 46 members sign up.

8 key roles identified for which PD's have been created

Application form created for those signing up to this program

Volunteer contract created

Volunteer policies and procedures identified and created.

Volunteer hand book in progress

2014/2015

Facebook group membership increased to 80 volunteers

2 further key roles identified and PD's created

Volunteer recruitment & Management pack created

Volunteer induction pack created

Interviews held which resulted in 3 new part time volunteers beginning regular work (Jan 2015)

Volunteer induction held (Feb 2015)

Vision Point 12.

Funded for our Active Parenting Service to be full time at Auckland Hospital