

Erin Davies
And
Carly Fradgley

Baby Give Back



SuperBolt

The logo for SuperBolt features the word "SuperBolt" in a bold, black, sans-serif font. The letter "o" in "Bolt" is replaced by a stylized lightning bolt that curves upwards to form the top of the letter.

How to build a fundraising program from zero to hero

HOW IT STARTED





HOW
IT'S
GOING



CHANGING ASKS



Asking for goods



Asking for \$

FUNDRAISING JOURNEY



"Some days are really hard. Some days I just feel like crawling into the corner and just crying"

- Louis' mum, Erin

Will you help mums like Erin this Christmas?



Can you imagine the stress and fear a mother faced with when the responsibility of raising two small children is all on her -

[DONATE NOW](#)

2018 Christmas Appeal
\$ 18,557 raised



Children in crisis desperately need basic essentials this Christmas and in the new year.

For many, Christmas is a time of joy and celebration—a time many of us will spend showering our kids with presents and a time to enjoy the company of our precious family and friends.

But for the vulnerable mums and dads that we support here at Baby Give Back across South East Queensland, it's an incredibly tough time—an amplified reminder of the everyday struggle to provide the basics to keep their children happy, healthy and safe.

Last year we faced our busiest November and December helping mums

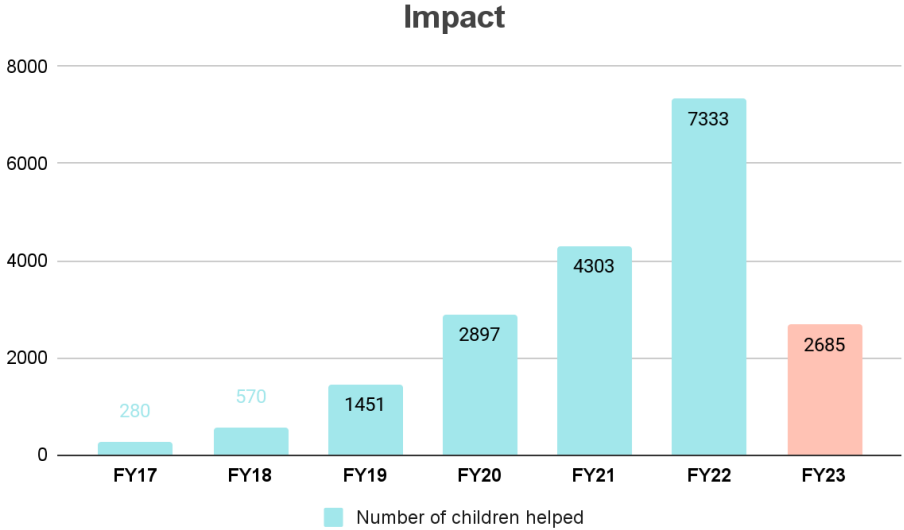
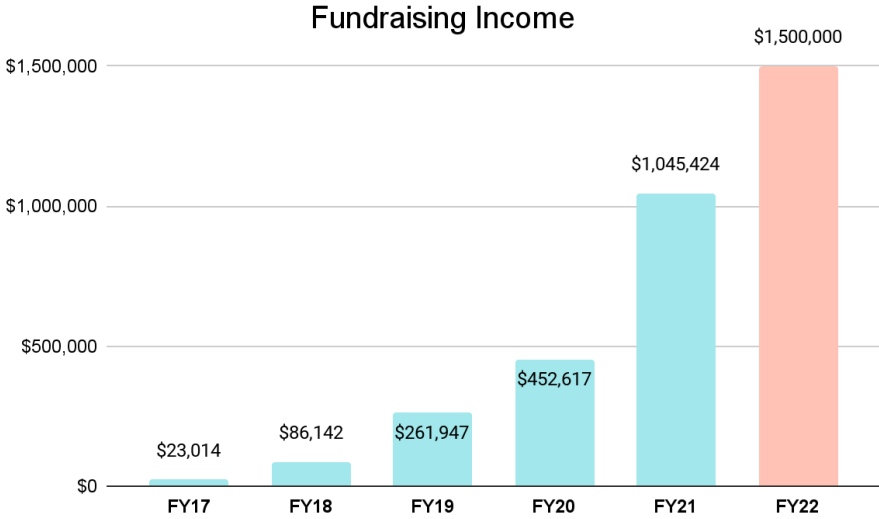
Whatever amount you donate will help us give children in crisis the support they desperately need—now and in the new year. Thank you

1 2 3

One-time Monthly

2021 Christmas Appeal
\$118,125 raised

What fundraising means for us





COMMUNITY



BE AGILE

If you haven't already, it's time to embrace it.



BABY GIVE BAG CRISIS APPEAL

Our Target - \$60,000

Amount Raised: \$56,029

Amount*

\$

First Name*

First Name



ot of fear about what lies ahead, but this is the fear families we support experience daily. Mum's are

📢 SPECIAL ANNOUNCEMENT ABOUT DONATIONS



Your donations have been incredible and we are so grateful. We do need to PAUSE on donations for the next week to be able to process it all.

This week we will only be accepting

- *Prams
- *Car Seats
- *Cots & Bassinets

Please hold onto all other items as we will need them but we just need to allow the space for our team and volunteers to process your amazing donations.

Keep an eye on our socials and we will let you know when we can accept the other items.

Thank you so much 💙



There is so much happening at the moment and it's important to remember that we all need to take care of ourselves. The increase in covid cases (which have hit our team directly) and now the ongoing rain that honestly no one wants or needs.

We are working hard to ensure your donations are going to those that need them most and we have been able to help hundreds of children and their families this month alone. Your donation is making a massive impact.

We aren't going anywhere and we hope that you will continue to stand with us to provide practical items and generosity to those in our community who need them.

If you would like to make a gift, you can directly at <https://2022-flood-crisis-appeal.raisely.com/> We are \$1,533 shy of our target of \$100,000.

Keep safe everyone 💙



CENTRE YOUR BENEFICIARIES



Chester's new family was impacted by the devastating floods and needed support by way of a pram that both their boys could fit in.

"Our eldest is extremely routine driven so all the recent upheavals have been very difficult for him to deal with. Before the flood, we went walking every morning to see horses, ducks, and koalas. It was one of his touchstones for the day and we had to go, rain, hail or shine. Being able to get back that little bit of normal for him has made such a big difference in bringing his little personality back. Chester has made a wonderful additional family member and our eldest has absolutely loved him. When I tell him we are going for a walk in the pram he grabs Chester and climbs in. He can't say Chester yet but calls him puppy."



Your gifts are so much more than just an item! ❤️

NUTS & BOLTS

- What is your goal? Financial, Registrations?
- Creative - What will motivate your donors?
- What is your key message?
- What is your Call To Action? Is it clear and to the point?
- What is the bare minimum you need to develop in order to deliver a fundraising appeal in an urgent setting?
- What are the “if we have the time” ideas?

CAMPAIGN NAME		
Version:		
Date:		
Last author:		
CAMPAIGN KPI's	LAST YEAR Actuals	THIS YEAR TARGETS
Total Income		
Participants		
Average banked		
DELIVERABLES	TYPE	DESCRIPTION
Campaign Journey Planning	Strategy & Planning	
Sponsorship		
Website		
EDM Wave 1 Sent	Email	
EDM Wave 2 Sent	Email	
EDM Wave 3 Sent	Email	
EDM - Thank You Sent	Email	
EDM - Thank You Sent	Email	
SMS Wave 1 Sent	SMS	
Social engagement	Organic Social	
KEY DATES	Dates	DESCRIPTION
Campaign Date		
Launch Date		
Website live		
EDM Wave 1 Sent		
EDM Wave 2 Sent		
EDM Wave 3 Sent		
EDM - Thank You Sent		

BUILDING A FUNDRAISING CULTURE



 Erin Davies

November 15, 2021 · 🌐

Happy Monday!

Tomorrow, we will launch our 2021 Christmas Appeal in the hopes to raise over \$120,000 to ensure we can continue to support the vulnerable families in the community. 🌱

There will be a series of emails that will be tailored and sent to past donors, high value donors, volunteers, caseworkers and supporters who have subscribed to hear from us.

[See more](#)

 BACK

Over 1,000 children
in crisis need support this
Christmas

ENGAGE YOUR COMMUNITY



Baby Give Back

Published by Erin Davies · November 29, 2021 · 🌐

...

Can you imagine having no means of transport to get around with your preemie twins?

You have to take the bus to shop and get to important appointments, on your own. You only have two hands, you can't possibly hold two babies and your shopping, as well as fold a bulky pram. Imagine how hard this would be without the help of your community? This is the reality for one Mum who we've been asked to support recently.

We are desperately low on double prams and cannot provide what this Mum needs and what her little ones deserve. But it's not just this one Mum and her two precious babies. We currently have 29 families affected by family violence, homelessness, and other disadvantages that require a stacker pram and each pram costs \$440.

That's why we urgently need your help. Please will you make a donation towards our Christmas Appeal? Your gift could help provide the essentials to over 1,000 children this Christmas—ensuring children have a safe mode of transport that's practical and suitable for their families situation.

Together we can make a real difference 💜

Every donation counts: <https://bit.ly/3wxHaFk> See less



Dear Friend

We had been working on a cheery, positive email to you letting you know about the phenomenal support behind our Every Baby Counts Giving Day. But then we got locked down.

So instead I want to ask, how are you? I hope that you and your family are ok. I know that lockdowns bring anxiety and uncertainty. I know that I am worried. I worry about my family, my community, mental health (for all of us) and the financial implications for so many businesses.

But mostly I worry about the vulnerable families in our community. Those who struggle to provide even the basic essentials that their children need.

BE AUTHENTIC & VULNERABLE

 **Baby Give Back**
9 Jun · 🌐

 **HELP**

We need winter clothing!

Families are desperate and there isn't enough warm clothing in our warehouse or in the shops in northern NSW.

Please can you donate warm clothing sizes newborn to 10. Please make sure they are in great condition and washed so that we can give them straight to families.

You can donate to either of our warehouses (Gold Coast is open this Saturday 9-11am).

Please help!



 **Baby Give Back**
16 Sep · 🌐

Today we received a request from a caseworker for a family who really need... See more

A photograph of a woman with blonde hair, looking directly at the camera with a serious expression. She is holding a large blue package of Huggies DryNite Night Time Panties. The package features a pink and white striped pattern and text including 'HUGGIES DryNite NIGHT TIME PANTS', 'PROTECTIVE COAT 12 HRS', and 'WORKS & FEELS LIKE REAL PANTS'. A smartphone is visible in the foreground, partially obscuring the bottom of the package.

BE TRANSPARENT



Dear Friend

I wanted to take a moment as I reflect on the end of the financial year and the halfway point of 2022 to touch base with you on a personal note.

However we have connected and whether we know each other personally or not, your support has made an impact greater than you'll ever know. As the Founder of Baby Give Back, I feel every bit of support that you send our way. Every time that you donate time, items or money, every comment, like or share of a social post, every word of encouragement, I feel it. No matter what it is that you give, it's an important piece of the puzzle that makes up our village.

I want to share a story with you, one we have decided not to share outside of our village. We have permission to share this story but due to the confronting and devastating circumstance this family is going through, I wanted to keep this between us.

A Mum with two young children who left a domestic violence relationship, reached out through her caseworker from the Ronald McDonald House where she and her youngest child were living. The Mum was told the heartbreaking news that her 4 year old daughter has a diagnosis which gave her only 3 months left to live. The caseworker put an urgent request through for a double pram and car seat to enable the mum to return home with her children where sadly her little girl will be making her final journey.



LAST FINANCIAL
YEAR THROUGH
YOUR SUPPORT
WE HELPED . .

7,334 children



Provided

\$2,913,211.60

worth of items to vulnerable families



Number of lives
transformed by your support..
Immeasurable.



CLOSE THE LOOP & RECOGNISE



Text Message
19 Nov 2020 at 2:37 pm

Hi Rebecca. It's Erin from Baby Give Back. I wanted to say thank you for your kind donation towards our Christmas appeal. We are so grateful. Thank you so much. 💙

Baby GIVE BACK

Every Child Counts

This is made possible thanks to...



857
incredible
donors



21
matching
partners



\$404,724
raised



Thousands of children
given a safe start to life



TOP 5 TAKEAWAYS

- Build a community
- Be ready to act quickly
- Put the people you're helping at the centre
- Build a culture of fundraising
- Be authentic and transparent



WHEN IN DOUBT, REACH OUT



**THANKS
FOR LISTENING**



SuperBolt

