



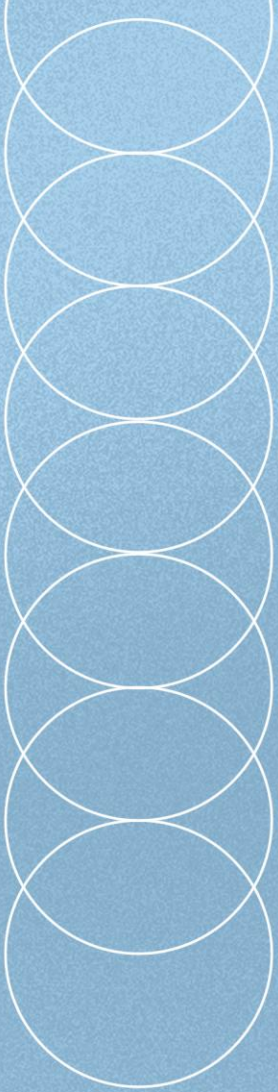
FIA Conference 2023

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Choosing Hope - making award winning impact on a shoestring budget.

COMMUNITY & EVENTS

JENNIFER THOMAS

BEARS OF HOPE PREGNANCY & INFANT LOSS

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WHO ARE BEARS OF HOPE?



bears
of hope®

Pregnancy & Infant Loss Support

Providing **leading support and exceptional care**
for families who experience the **loss of their baby.**

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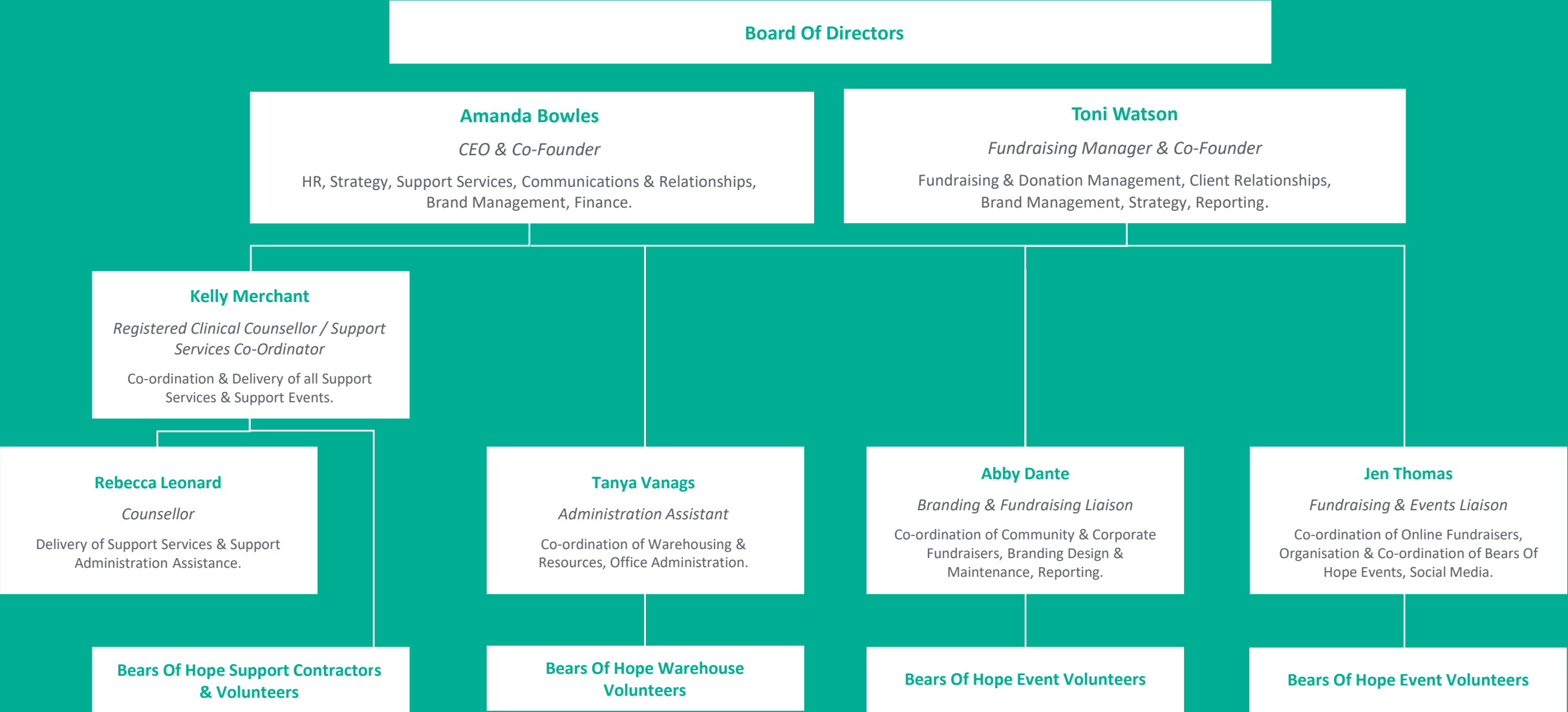
WHAT WE DO

- Bear of Hope & Support Resources
- Cuddle Cots
- Private counselling session
- Counsellor facilitated support groups and workshops
- Face to face / Online / Phone / Email support
- Support events
- Education sessions for Employers and Employees
- Health Professional inservices

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Bears Of Hope Organisational Chart



Choosing HOPE

A walk of honour and remembrance
in support of bereaved families.





*The impact of our new normal emphasised to us how crucial it was that our new virtual campaign still encompassed our goals - **for families to feel connected to a community of support, to be able to honour their babies and to help raise funds to continue our services.***



WEBSITE

- Inviting
- Bright & easy to read
- Basic information
- Leaderboard included to show funds raised & steps taken
- Links for resources

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The screenshot displays the homepage of the 'Choosing Hope' website. At the top, there is a navigation bar with links: 'About', 'Walks', 'Fundraise', 'Resources', 'Shop', 'Donate', and 'Register'. Below the navigation bar, a progress bar shows '\$126,558 RAISED SO FAR' and '\$150,000 OUR GOAL'. To the right, statistics are listed: '13,344,228 steps STEPS TAKEN FOR OUR BABIES' and '13,061.03 km WALKED IN SUPPORT OF BEREAVED FAMILIES'. The main content area features a large banner with the text 'Choosing Hope this October' and a subtext 'Select your walk and dedicate your steps this October in support of bereaved families.' Below the banner are two buttons: 'Register' and 'Search Fundraisers'. The banner also includes a photo of two women smiling and holding a sign that says '#choosinghope'. Below the banner, there is a grid of 10 fundraising cards, each showing a 'Choosing Hope' logo, a rank number (1-10), and a fundraising amount.

| Rank | Fundraising Amount |
|------|--------------------|
| 1 | \$8,228.60 |
| 2 | \$4,679.30 |
| 3 | \$4,428.17 |
| 4 | \$2,850.76 |
| 5 | \$2,663.50 |
| 6 | \$2,556.00 |
| 7 | \$2,479.20 |
| 8 | \$2,020.50 |
| 9 | \$1,814.86 |
| 10 | \$1,658.00 |

SOCIAL MEDIA SHARE TILES

- Easy to DL or screenshot
- Different options to suit a range of fundraisers
- Also used as encouragement posts across BOH socials

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SOCIAL MEDIA

DIY Posts

- Screenshot from Google Maps and shared on social media with content
- All social media posts included designated hashtag and link back to the website.

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Bears Of Hope Pregnancy & Infant Loss Support

12 October 2020 · 🌐

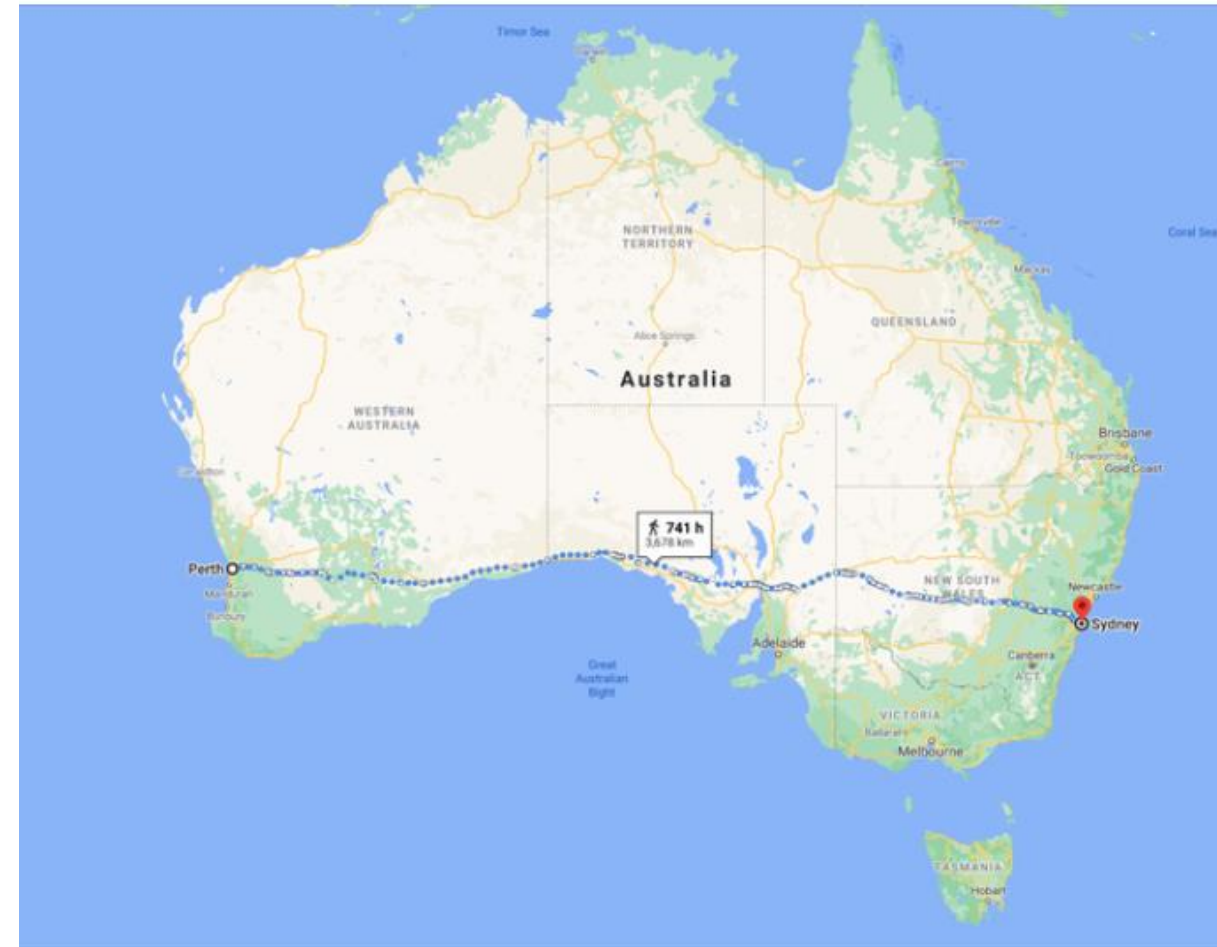
Our Choosing Hope Walkers have virtually walked from Sydney to Perth and collectively taken 3795207 steps! 🙌

Who are you walking for this October?

There is still time to sign up:

www.choosinghope.com.au

#bearsofhope #choosinghope2020 #fundraisingchallenge #pregnancyandinfantlossawareness #october15 #walkyourway



EMAIL AUTOMATION

- Started out very basic, but doubled this content over the duration of the campaign.



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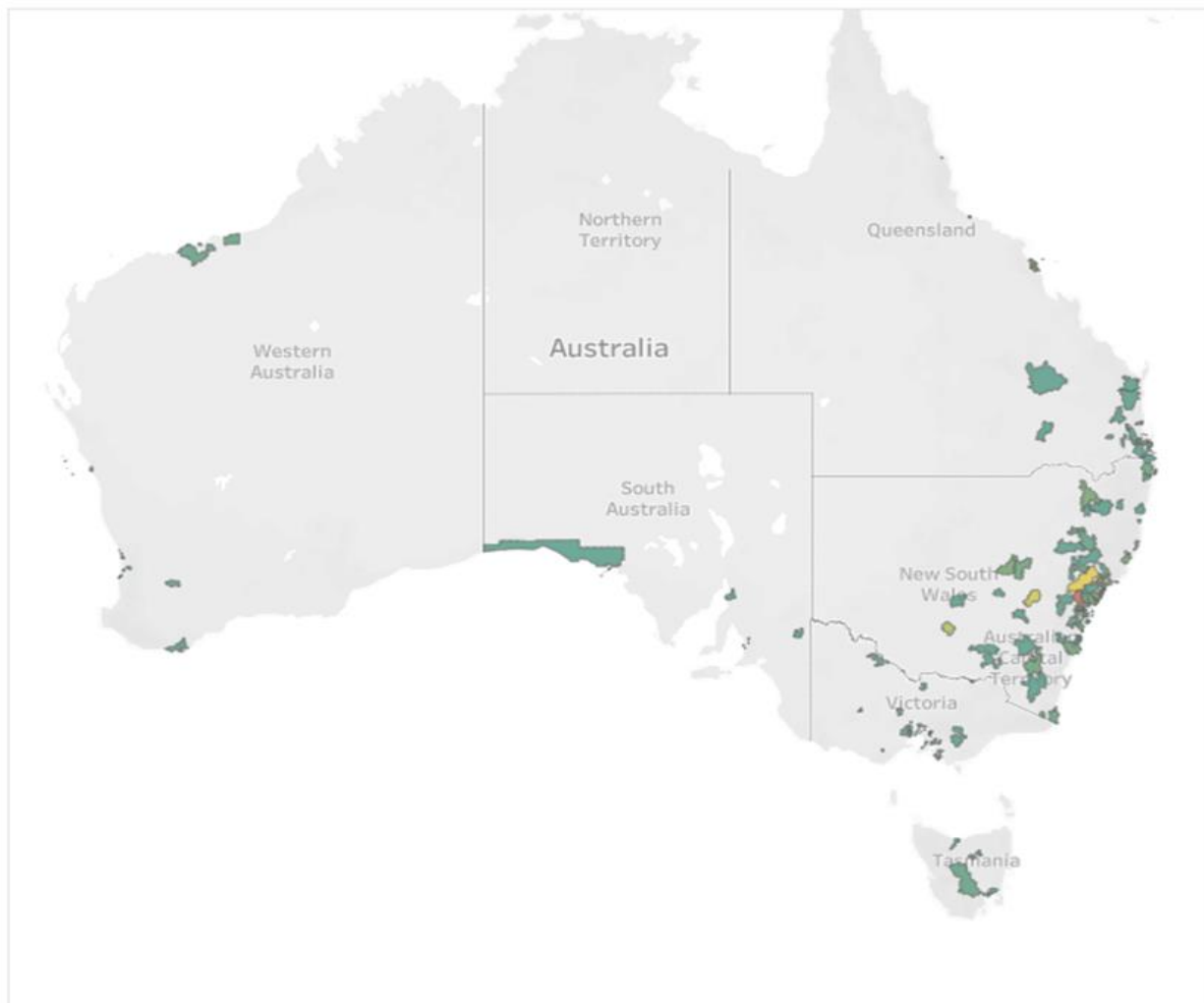
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Attendees by State & Postcode

| ACT | NSW | Other | QLD | SA | TAS | VIC | WA | Grand Total |
|-----|-----|-------|-----|----|-----|-----|----|-------------|
| 5 | 226 | 2 | 47 | 8 | 8 | 44 | 13 | 353 |

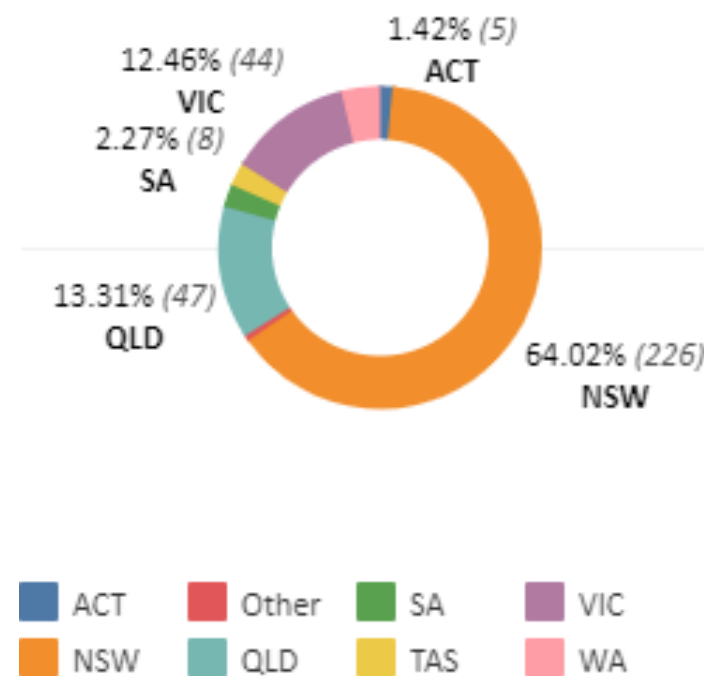
1  16



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Ratio of attendees by State

Click to filter

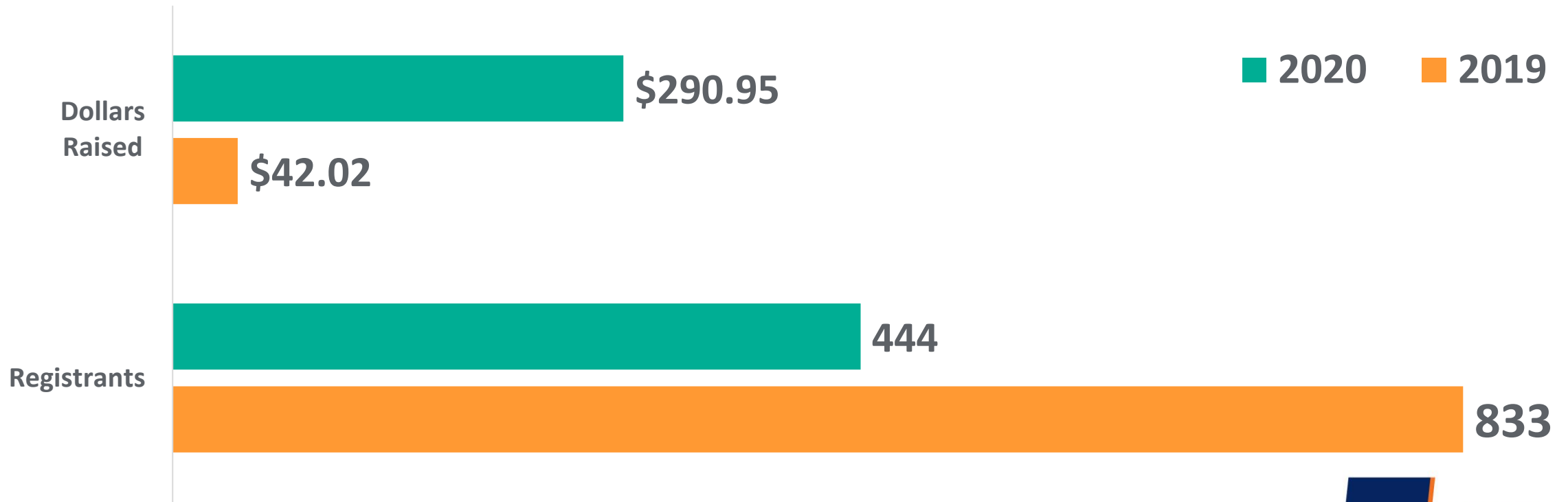




STATISTICS

FUNDRAISERS

- In **2019** we held 4 in-person events with **833** registrants
- In **2020** we held 1 in-person events AND the virtual walk option with **444** registrants
- In **2019** average dollars raised per person was **\$42.02**
- In **2020** average dollars raised per attendee was **\$290.95**



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BUDGET

WHERE DID WE SPEND?

- Incentives
- Social Media Advertisements
- Email Automation
- Physical Events

Total Campaign Spend: **\$13,756.38**

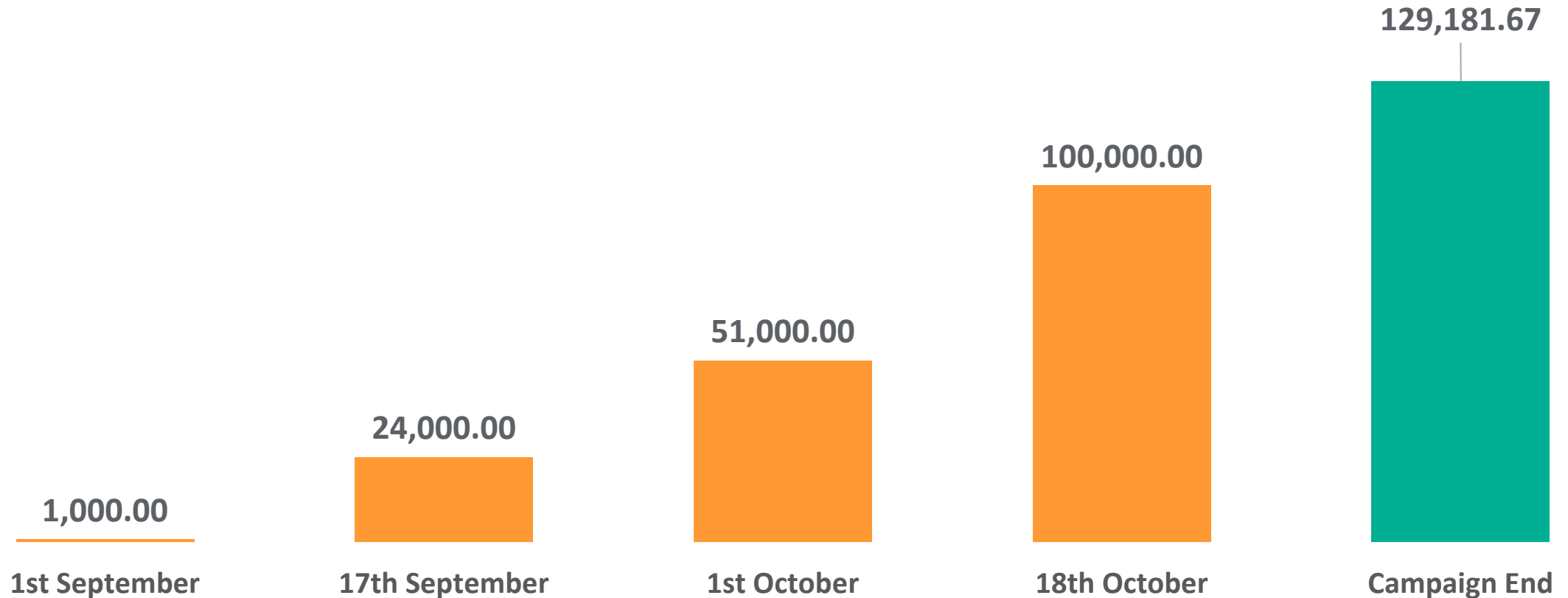
Running costs were 10cents per dollar spent.

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INCOME

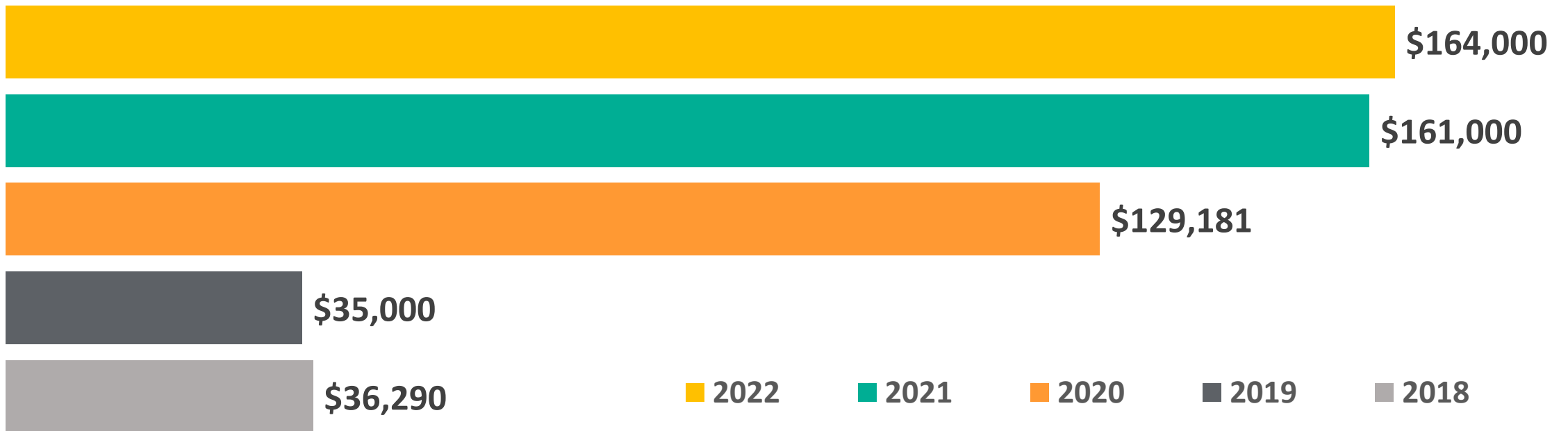
Original campaign goal was to raise \$35,000.00



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HOW HAS CHOOSING HOPE EVOLVED?



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KEY TAKEAWAYS

1. Utilise the skills of those around you

Together, unlimited.



KEY TAKEAWAYS

1. Utilise the skills of those around you
2. Be prepared to adapt your campaign

Together, unlimited.



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3. Flashy graphics may not be required

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4. Question decisions along the way

Together, unlimited.



KEY TAKEAWAYS

1. Utilise the skills of those around you
2. Be prepared to adapt your campaign
3. Flashy graphics may not be required
4. Question decisions along the way
5. Spend wisely

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Thank you

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