

Business for Birthing Kits



**Birthing Kit
Foundation**
Australia

*A way for business to
partner with Birthing Kit
Foundation Australia*



*Every woman has the
right to a clean
and safe childbirth*

*Pregnant women receive Birthing Kits,
Eastern Uganda*



*Pregnant women
receive Birthing Kits,
Uganda*

What is Business for Birthing Kits?

BKFA believes that the business community has an important role to play in supporting the vision that every woman has the right to a safe and clean birthing experience.

BKFA is proud to present Business for Birthing Kits - a program which partners with business to raise funds to help provide a safe birthing environment for mothers in developing countries.

BKFA does this by providing Birthing Kits for a cleaner birthing environment and supporting Birth Attendant and Community Training programs on safe birth practices.

What are the benefits for your business?

By partnering with us, your brand will be highlighted positively to your customers, stakeholders and employees.

Joining as a Business for Birthing Kits Partner is an effective way to engage with your customers and grow your brand by demonstrating your commitment to social responsibility, whilst helping to ensure a safe and clean birth for expectant mothers in developing countries.

You can hope to build your company profile and reputation through an association with BKFA - an organisation that has distributed over 1.5 million Birthing Kits and has partnerships to supply kits in around 20 developing countries.

Additionally, a partnership with BKFA can bring:

- the potential for increased sales, brand equity and credibility
- positive media and PR coverage
- increased employee and community engagement
- enhanced customer relationships
- demonstrated leadership in corporate social responsibility



*Pregnant women and
Birthing Kit, Uganda*

How can I become a Business for Birthing Kits partner?

Partnering with BKFA requires just one simple commitment – to agree to donate at least 200 Birthing Kits every year. That's an initial contribution of \$600 (one birthing kit costs just \$3).

If your business is able to commit to this, we would love to hear from you. Birthing Kits are assembled in multiples of 200, which is why this is the minimum level however we do welcome greater amounts!

After the initial membership fee of \$600, there are many ways to raise funds, such as:

**HOLD AN
ASSEMBLY DAY**

**STAFF
FUNDRAISING**

**MAKING A
BUSINESS
DONATION**

**CUSTOMER
FUNDRAISING**

What will BKFA do to help me promote Business for Birthing Kits?

Acknowledgement as a Business for Birthing Kits partner begins with a Silver supporter contribution of 200 birthing kits (\$600). Gold and Platinum levels are also available.



Kenyan mother with new born baby

Silver	Gold	Platinum
Minimum commitment is to raise funds for 200 Birthing Kits/\$600.	Minimum commitment is to raise funds for 1000 Birthing Kits/\$3000.	Minimum commitment is to raise funds for 3000 Birthing Kits/\$9000.
Silver supporters will receive:	Gold supporters will receive:	Platinum supporters will receive:
Business for Birthing Kits logo	Business for Birthing Kits logo	Business for Birthing Kits logo
Certificate of appreciation	Certificate of appreciation	Certificate of appreciation
BKFA newsletter and annual report	BKFA newsletter and annual report	BKFA newsletter and annual report
BKFA social media post	BKFA social media post	BKFA copy and images to help support fundraising efforts
BKFA copy and images to help support fundraising efforts	BKFA copy and images to help support fundraising efforts	BKFA social media post
	A feature in the BKFA newsletter profiling your support and business profile	A feature in the BKFA newsletter profiling your support and business profile
		Acknowledgement on the BKFA website supporter page with a link to your business site
		A BKFA guest speaker for your company event (availability permitting)



Kenyan mother and child

FAQs

1. How does BKFA operate?

BKFA is a not for profit organisation based in Australia. BKFA works with a number of passionate supporters who fundraise for, then organise and host Assembly Days, at which a team of volunteers collate and pack an agreed number of Birthing Kits. Assembly Days are both fun and rewarding!

BKFA also receives support from other sources, including membership, individual gifts, business, foundations and trusts.

2. Do I have to host an Assembly Day?

Not at all. However, if you would like to run an Assembly Day we would be delighted to help you with this and provide you with the information and materials to do so.

We have a dedicated Assembly Day Coordinator who will be available to guide you through the Assembly Day procedures. As a guide, it takes 10 volunteers around 2.5 hours to assemble 200 kits.

3. How can I raise funds through my business?

This is entirely up to you. You may choose to make a donation directly as a philanthropic gift from the business or you may decide to engage with your customers to fundraise. Suggestions include:

- At point of sale, (instore or online) ask customers if they would add \$3 to the bill to donate one Birthing Kit
- Donate as a business – for example one Birthing Kit is donated for every sale of a nominated product
- Choose a period of time (a day, or a week) and donate a % of sales to BKFA
- Engage with your staff or friends in a fundraising activity – a fun run, sponsored silence, quiz night or sausage sizzle

To help manage your fundraising efforts, you can nominate BKFA as your recipient charity at our preferred fundraising platform – mycause.com.au. The BKFA fundraising page can be found here.

4. How can I get started?

For an initial discussion, simply contact BKFA by email at info@bkfa.org.au



Mother and child, India

Terms & Conditions

A letter of agreement will be prepared by BKFA for both parties to sign. This will advise of the agreed commitment to BKFA of your membership commencement donation of at least \$600 and will include the details of the program based on the level of entry. An invoice for \$600 will be provided to the partner after the partnership agreement has been signed. Any further donations paid to BKFA in line with the level of membership will be receipted at the end of each financial year. Partners must obtain BKFA approval of use of copy/images and any media/PR referencing BKFA before publication. The initial commitment is for 12 months at which time the partnership will be reviewed. This is based on an expectation that fundraising in support of 200 kits per year (\$600) is achievable on an annual basis. If the partnership ceases, the former partner must remove all BKFA material and references to any association with BKFA.

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