



Business for Birthing Kits



**Birthing Kit
Foundation**
Australia

*A way for business
to partner with us*



What is Business

for Birthing Kits?

BKFA is proud to present Business for Birthing Kits - a program through which businesses can partner with BKFA to help support our important work.

BKFA believes that the business community has an important role to play in supporting our mission; to work in developing countries to enable a safe pregnancy along with clean childbirth and postnatal environments.



What are the benefits

for my 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. And, in partnering with BKFA, you will help us work towards our vision of a world in which no mothers or babies die from preventable causes around the time of childbirth.

You can hope to build your company profile and reputation through an association with BKFA, an organisation which is committed to sustained improvements in reproductive, maternal and newborn health for vulnerable populations.

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



How can I become a Business for Birthing Kits partner?

Partnering with BKFA requires just one simple commitment – to agree to donate the equivalent of 200 Birthing Kits **every year**. That's an initial contribution of \$600 and this is required at the commencement of the partnership. If you're able to commit to this, we'd love to hear from you!

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

- Hosting 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 \$600. Gold and Platinum levels are also available.



Silver

Minimum commitment is to raise \$600

Silver supporters will receive:

- Business for Birthing Kits logo
- Certificate of appreciation
- BKFA newsletter and annual report
- BKFA social media post
- BKFA copy and images to help support fundraising efforts

Gold

Minimum commitment is to raise \$3000

Gold supporters will receive:

- Business for Birthing Kits logo
- Certificate of appreciation
- BKFA newsletter and annual report
- BKFA social media post
- BKFA copy and images to help support fundraising efforts
- A feature in the BKFA newsletter profiling your support and business profile

Platinum

Minimum commitment is to raise \$9000

Platinum supporters will receive:

- Business for Birthing Kits logo
- Certificate of appreciation
- BKFA newsletter and annual report
- 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
- Acknowledgement on the BKFA website supporter page with a link to your business site
- A BKFA guest speaker for your company event (availability permitting)

FAQs

1. What does BKFA do?

Around 300,000 women and 3 million newborns still die each year from preventable causes related to pregnancy and childbirth. Most of these deaths occur in developing countries. To help address this, BKFA has a two-fold approach:

As part of our Birthing Kit Grant Program, we send our clean Birthing Kits to our Field Partners free of charge, the majority of these are funded and made by volunteers in Australia at one of our many Assembly Days. Our Field Partners are responsible for the distribution of these Birthing Kits, with education on appropriate use and disposal.

We also invest in collaborative reproductive, maternal and newborn health projects with key Field Partners. Our support helps to initiate or strengthen programs for greater outcomes for mothers, newborns, and communities.

2. What's an Assembly Day and how can I get involved?

An Assembly Day is the gathering together of groups of friends, family or colleagues to assemble Birthing Kits, having fundraised to cover the cost of the kits. Assembly Days are fun, positive and empowering! If you would like to host an Assembly Day with your colleagues we would be delighted to help you with this.

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 wish to engage with your customers to fundraise. Suggestions include:

- At point of sale, ask customers if they would add a dollar amount to the bill in support of BKFA
- Donate as a business – for example a designated dollar amount or % is donated for every sale of a nominated product/s
- Choose a period of time (a day, or a week or a special occasion) and donate a % of sales to BKFA

4. Where will my donations go?

Donations over \$2 are tax deductible and are tailored to meet the needs of the communities and priorities we support. Donations contribute to our kit making and distribution program, community development and research activities as well as broader program management costs.

5. How can I get started?

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

Terms & Conditions

Terms and 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 or as agreed. 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. If the partnership ceases, the former partner must remove all BKFA material and references to any association with BKFA within four weeks.

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