

Support The Royal Women's Hospital Foundation

Miracle Mums Appeal



the women's
the royal women's hospital
foundation

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The Women's Foundation raises funds to support the vital work of The Royal Women's Hospital, Australia's first and largest specialist hospital for women and newborn babies.



A donation to the Women's Foundation will help deliver advancements in

social service programs
technology
health research
equipment

Gifts to the Women's provide essential support for the research, innovation and leadership that bring advances in health care for women. Donations are not used for the hospital's operating costs or for services and equipment that are government funded.

In everything we do, we value
courage, passion, discovery and respect.

The Miracle Mums Appeal



Over 9000 women each year give birth at The Royal Women’s Hospital, that’s over one an hour – we’re the busiest public hospital in the country.

Around 2000 babies are treated in the Women’s intensive care and special care unit each year.

The Miracle Mums Appeal funds life-saving research for mums and newborns at the Royal Women’s Hospital.

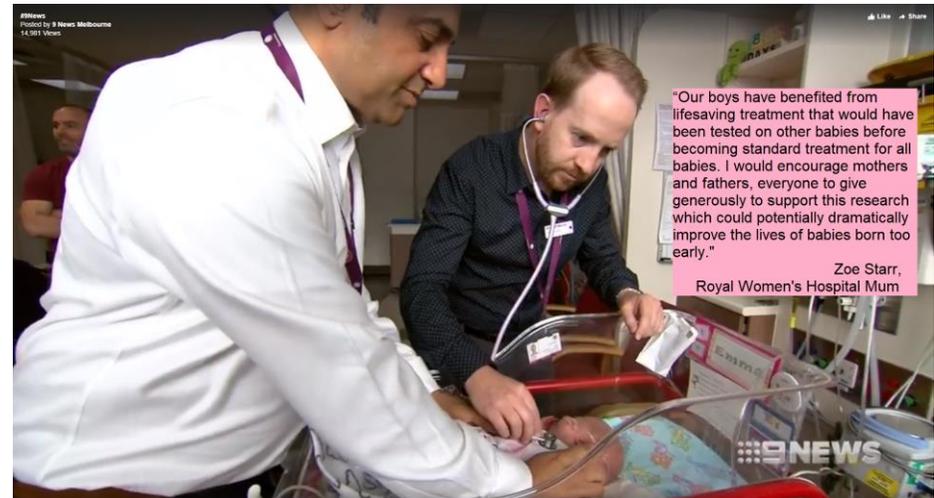
The Miracle Mums Appeal

Audience Engagement

The campaign generated great engagement and support amongst our donor base. There were **over 100 media stories and social media posts in 2018.**

Fundraising Success

Close to **\$80,000** was raised for our pregnancy and newborn research centres in 2018. Nearly **\$15,000** came from our business partnerships – we were the charity partner of Collingwood FC at their Mother's Day match – along with in-hospital fundraising and e-mail and direct mail campaigns.



Become a Miracle Mums Partner

During the month of May...

- Donate a portion of your sales
- Sell a signature item
- Donate \$5 from every high tea, dinner service, bottomless brunch
- Host a signature event in support of Miracle Mums



“Mary Eats Cake is run by women for women. We proudly support and celebrate the life cycle of women and are in awe of the work done by the Women’s Foundation - we’ll happily support their efforts and contribute where we can. We look forward to helping support the Women’s Foundation further.”

—Jessica Hillbrick and Sarah de Witt, Directors, Mary Eats Cake



Lord Mayor Sally Capp supporting The Hotel Windsor’s fundraising for the Women’s Foundation

What Our Partners Receive

We will be proud to celebrate our partnership by

- Communicating your support for our Appeal
 - on our social media platforms (Instagram, Facebook, LinkedIn and Twitter)
 - on our public website
 - to our staff of 2,500
 - to our donor and past patient database of over 15,000.
- Providing you with campaign collateral and/or working with your teams to approve your own
- Offering your business opportunities such as
 - speaker visits to your staff gatherings
 - a behind the scenes hospital tour for key staff
 - meetings with patient champions
 - invitation to our internal forums, breakfasts and corporate events including a **Miracle Mums Launch Event hosted by Lord Mayor Sally Capp.**



"People loved the idea of the appeal and were drawn to purchasing our products because it was a worthy cause. We were proud to be able to support the appeal."
- Amanda Stafford, Lavezzi Gelateria



Your support for Miracle Mums and Australia's largest hospital for women and newborns will demonstrate your commitment to improving the health of women and newborns within your community, an opportunity the Women's Foundation is excited to help you achieve.

Thank you for your continued support

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