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# **Virtual Parenting Funding Kit**

**We believe that every young person in Australia should have the opportunity to participate in the RealCare Baby Program<sup>®</sup>.**

**We understand not all our customers who are interested in purchasing the RealCare Baby Program<sup>®</sup> have the funds to do so.**

**At Virtual Parenting we want to link our customers with the variety of funding sources that can be looked to for funding and help you with other innovative fund raising ideas.**

## **Where To Begin**

Although not all-inclusive we hope the information included will help to get you started.

### **Define the issues.**

What problem or issue are you addressing? Why do you need the RealCare Baby Program<sup>®</sup> in your school or organisation? i.e. parenting education, teenage pregnancy problem in your school or area.

### **Define your Goals.**

What are you hoping to accomplish and why? i.e. allow young people to experience aspects of parenthood without the life long commitment, lower teenage pregnancy rates, prevent child abuse.

### **Determine the type of simulator required.**

The age of students or client group and subjects to be addressed will determine the type of simulator required. For teenage pregnancy education, parenting education, abuse education and prevention, SIDS and Shaken Baby Syndrome education the Realistic Head Support or the RealCare Baby<sup>™</sup> is ideal. For drug and alcohol abuse education the Foetal Alcohol manikin and Drug Affected demonstrator have been especially designed.



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## **Funding Sources**

### **Federal Government “Computers in Schools Program”**

It has come to our attention that some schools are applying to the Federal Governments "National Secondary School Computer Fund" for RealCare Baby 2 Packages that include the Control Centre Software and Communications port that connects to the computer via a USB port.

As yet it is not clear if this will become a reliable avenue to secure funding for your school, we will keep you posted regarding success stories.

However, with the second round of funding now open for applications and up to one million dollars available for each school, depending on size and student to computer ratios, it may be worth talking with your boss about exploring this option.

More information is available at:

[www.digitaleducationrevolution.gov.au/computer\\_fund/round\\_two/default.htm](http://www.digitaleducationrevolution.gov.au/computer_fund/round_two/default.htm)

The opportunity for baby funds could be when the ratio of 2 students (Year 9 - 12) to 1 computer has been reached, funding can be applied for to purchase "Other Technologies"

### **Australian Fundraising**

I strongly recommend that you check out <http://www.australianfundraising.com.au/> This business has some very effective fundraising systems and ideas that will help make raising money for your baby hassle free.

### **Aboriginal / Torres Strait Islander Funding**

*Healthy for Life* provides \$102.4 million over four years, to enhance the capacity of over 80 Aboriginal and Torres Strait Islander primary health care services to improve the quality of child and maternal health services and chronic disease care, and to improve the capacity of the Indigenous health workforce.

<http://www.health.gov.au/internet/h4l/publishing.nsf/Content/framework>



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## **Local Businesses**

*Businesses will often have funds or goods available for donation purposes.*

Larger department stores and baby goods manufactures may be a source of items such as prams, clothing, baby accessories while smaller local businesses many be a source of funds to purchase a baby. Call businesses in your area to learn whether they give donations to local causes and determine who is the key person who should receive your request for funding.

Some businesses may allow you to leave a donation container to collect cash donations on their counter.

## **Local Community and Service Clubs**

*Many of these organizations will have funds set aside for worthy causes.* Examples of clubs include: **Lions, Rotary or Soroptimists Clubs, Ex Services Clubs, some Local Councils.**

## **Parents/School Community**

If you are raising funds for a school program, parents of students and students are often a creative source for fundraising efforts. Parents may be able to donate used baby items as well. **P&C Organizations or canteen funds** may also have money available purchasing an Infant Simulator.

## **Grants**

*Periodically grants are available from various groups and advertised in Education Magazines.* The guidelines on writing grants are included in this kit for you use.



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Helpful websites showing possible funding sources include:

[http://www.premiers.qld.gov.au/Business\\_and\\_industry/grants/](http://www.premiers.qld.gov.au/Business_and_industry/grants/)

[www.communitybuilders.nsw.gov.au/](http://www.communitybuilders.nsw.gov.au/)

<http://www2.communitybuilders.nsw.gov.au/funding/programs/>

[www.philanthropy.org.au](http://www.philanthropy.org.au)

### **Media**

Contact Local newspapers/radio/TV and request a feature article outlining the needs of your school or organisation for funding.

It may also be a good idea to reward the donor by inviting the local media (newspaper, radio, TV) to highlight their contribution to parenting education for young people as well as possibly cover the presentation of Baby. This provides favorable publicity for the donor as well as your school/organization and the program and may initiate further funding.

Classified ads can also be used to request donations.

### **Local Councils**

**Some local councils have Community Funds** available for use. Contact your local council for more information.

### **Local Church Groups**

Churches may also have funds available for use to fund a Baby

### **Donor Certificate**

If you would like to give your donor a certificate of appreciation, please call Virtual Parenting on 02 6651 8138. Additional certificates for you school and armbands for Baby stating the donor are available for a small fee.