



Sponsorship Proposal

BRINGING SMILES TO KIDS
IN HOSPITAL

Smiles2U is a Registered Charity in New South Wales.

Help us bring more smiles

OUR GOALS FOR 2024

To sustain our commitment to providing Essentials Packs, Smiles Bags, and Cuddle Bags to our local hospitals, we need ongoing sponsorship.



In pursuit of Corporate Sponsorship, we aim to streamline our fundraising efforts, enabling us to dedicate more time and resources to spreading joy to children in need.

To maintain our mission of offering comfort and support to families facing emergency situations.



HOW YOU CAN HELP:

We will be running an Online Auction from 5th -19th June which will be heavily promoted across North Shore Mums and Smiles2U media platforms.

North Shore Mums Facebook Page: 31k members

North Shore Mums Facebook Group: 40k members

North Shore Mums Smiles2u Page: 4.4K members

North Shore Mums Smiles2u Group: 1.4k members

D O N A T E A P R I Z E

Smiles2U rely on the generous donations from our local community.

If you would like to donate a prize **CLICK HERE**

BECOME A GOLD SPONSOR:

SPONSORSHIP

Alongside prize donations, we extend a limited number of Sponsorship packages to donors, providing enhanced visibility across both the North Shore Mums and Smiles2U platforms.

Gold Package

- Business logo listed on the front of auction page with links to your chosen social media page.
- Prize 'Featured' status on 32Auctions website
- Prize promoted in an individual post on [North Shore Mums Facebook page](#) (31,000 followers) and [Smiles2U Facebook page](#) (4492 followers)
- Prize promoted as in the Announcements section of the [North Shore Mums Facebook group](#) (40,000 members) and [Smiles2U Facebook group](#) (1400 members) for 24 hours
- Prize promoted on [Smiles2u Instagram](#) (3801 followers)
- Prize listing promoted on e-newsletter sent to Smiles2U subscribers – in a dedicated box, with prize image, description and link to bid.

And of course our eternal gratitude for helping us to deliver more smiles to people in hospital!

Cost = \$500 (we will invoice you separately)

About smiles2u.

Care packages for kids and parents in hospital

Smiles2U is all about bringing care and comfort to the many children, parents and carers who pass through the doors of our local hospitals every day.

Smiles2U is run by a team of passionate Mums who want to make a hospital visit for your child a happier one.

Smiles2U provide Essential care packs, Cuddle bags, Smiles bags & Cancer care packs to people who find themselves in emergency situations.

Smiles2U is a Registered Charity in New South Wales.

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[North Shore Mums Smiles2U](https://www.facebook.com/NorthShoreMumsSmiles2U)



[#North_Shore_Mums_Smiles2U](https://www.instagram.com/NorthShoreMumsSmiles2U)

Our team



Michelle Key

FOUNDER, MANAGING DIRECTOR - NORTH SHORE

Michelle is the founder of North Shore Mums Smiles2U.

Michelle lives on the Upper North Shore and is the Mum to three very busy boys. Michelle has a passion for helping others in need and Smiles2U is exactly that - helping families in need.

Having had first hand experiences with her three boys at an early age in Emergency, she knows first hand that a lot of patience, distraction and ideas in keeping a young child comfortable when medical staff are assisting them is required. There is nothing worse than arriving at a hospital with nothing to keep a child happy or something to eat or drink. The packs we provide are to help you through a challenging time and bring comfort to your child.

Michelle loves what we do and she loves seeing the happiness and joy that the Smiles2U bags bring to sick kids in hospital.

Michelle has grown Smiles2U to now support 13 hospitals across the North Shore and Central Coast since she started the charity 8 years ago.

"A lot of work goes into Smiles2U every day but the reward is huge when we receive lovely testimonials and photos from recipients of our bags and I wouldn't change it for anything else." - Michelle Key

Sarah Bates

MANAGING DIRECTOR - CENTRAL COAST



Sarah is a wife, a Mum as well as a Shift-working Emergency Nurse (25 years now!!!)

Nearly 5 years ago Sarah volunteered to attend a Smiles2U Working Bee after reading about what they do.

She thought to herself what a fantastic idea it was. She then asked Michelle Key about extending the concept to Gosford Emergency Department (where she works) & is so pleased & proud that it has been so well received by families on the Central Coast. Sarah noticed a real difference since we've been able to give the Smiles and Cuddles bags to children either distressed or needing distraction whilst being treated.

Sarah says "the joy & delight on the children's face makes us as Nurses happy that we've genuinely helped."

Most importantly Sarah loves the work she does with Smiles2U.

Being a front line worker, Sarah gets to see first hand the benefit Smiles2u makes to people who are experiencing a distressing time especially during the recent bushfires.

"I'm so proud of what Michelle Key & I do, we have achieved a lot of new ventures in our short time working together. I'm really lucky that I get to do this work with someone I consider a good friend now, thanks for inviting me into the team Michelle. Can't wait to see what we will do next!!" - Sarah Bates

Our team



Natalie Miles

SECRETARIAT

Natalie is an Upper North Shore mum of 3, two boys and one girl, although some may say four as her hubby enjoys extreme sports.

Having a very active family, Natalie has in the past found herself a recipient of the NSM Smiles2U care packages and through her middle child's friendship with Michelle's eldest son became friends with Michelle.

Natalie found herself with some free time, once her daughter joined her brothers at "big school" and offered to help Smiles2U gain their registration as a Charitable Organisation and Deductible Gift Recipient (DGR) status. Which we accomplished during the turmoil that was 2020.

Natalie enjoys bringing the community back together in a world which is often disconnected and Smiles2U is an excellent example of what a community can achieve.

"I am really proud of everything the Smiles2U team were able to achieve throughout the challenges which 2020 threw at us and look forward to our next chapter into 2021 and beyond." - Natalie Miles



The Smiles2U team

Hospitals we support

- Royal North Shore Hospital
- WISE Specialist Emergency Clinic
- Hornsby Hospital
- Ryde Hospital
- SAN Hospital
- John Hunter Children's Hospital
- Gosford Hospital
- Gosford Private Hospital
- Wyong Hospital
- Macquarie University Hospital
- Sydney Childrens Hospital, Westmead
- Bear Cottage Childrens Hospice
- Northern Beaches Hospital
- St Vincent's Hospital

www.northshoremumssmiles2u.com



Smiles2u@northshoremums.com.au



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[#North_Shore_Mums_Smiles2U](https://www.instagram.com/NorthShoreMumsSmiles2U)

What we have doneso far



600 Cancer Care Packs



3000 Christmas Packs



12,330 Smiles Bags



4845 Parent Care Packs

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