



FACT SHEET

Approximately 2000 babies are stillborn in Australia and New Zealand each year. Six babies die every day from stillbirth in Australia.

Heartfelt is a charity organisation that provides the gift of photographic memories to families who experience stillbirth, premature births or have serious and terminal illness.

Heartfelt photographed more than 1870 families throughout Australia and New Zealand in 2019.

To date, over 9,000 families have received Heartfelt's services.

Heartfelt has 322 volunteer photographers throughout Australia and New Zealand in major cities and regional areas.

Photographers donate their time and skill.

Each session costs Heartfelt \$65 for photographic printing, USB with the images, packaging and postage.

Heartfelt relies solely on the donations of its supporters, with no government funding.

In 2019, Heartfelt published a book for hospitals to show families who were considering Heartfelt services.

Heartfelt has donated over 165 camera kits to hospitals around Australia and New Zealand for rare occasions Heartfelt members can't get to the hospital.

Heartfelt was founded in 2010 by Gavin Blue.

A media kit is available on request president@heartfelt.org.au

Website: www.heartfelt.org.au

Slideshow: <https://vimeo.com/21748441>

Facebook: <https://www.facebook.com/Heartfelt.Australia/>
<https://www.facebook.com/Heartfelt.NewZealand/>

