

# *PranJam*

**PARTNER TOOLKIT:**

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**FREQUENTLY  
ASKED QUESTIONS**

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# FREQUENTLY ASKED QUESTIONS

## What is Pram Jam?

Pram Jam is an Australia-wide, walkathon-style campaign of the Mercy Health Foundation that raises awareness and funds to help prevent stillbirth and complications from babies being born prematurely.

For seven days this spring, from Monday 20 November to Sunday 26 November 2017, Pram Jam is calling on new mums and dads; and their family, friends and colleagues to push their pram, walk or run any distance, and ask others to sponsor them online.

No pram? No problem! Anyone can clock their distance and ask others to donate.

Simply set your goal, register as an individual or team at [pramjam.org.au](http://pramjam.org.au); and share your personal fundraising page to ask for donations.

## When is Pram Jam?

Pram Jam is taking place from Monday 20 November to Sunday 26 November 2017.

## Where is Pram Jam?

Pram Jam is a national campaign, with participants clocking their distance all over Australia. There is no set location or time, you can walk or run wherever and whenever you choose over the course of the week.

## Why was Pram Jam created?

Complications from premature birth and stillbirth are tragedies that are far too common in Australia.

With around one in 130 Australian pregnancies ending in stillbirth and worldwide, premature birth remains the number one killer of children aged under five, greater awareness and funding to advance research, education and clinical care are essential in order to reduce this heartbreaking reality.

Pram Jam is a fun and healthy way to make an important contribution to support the health and wellbeing of mums and bubs now and in the future.

## How does it work?

Pram Jam is a walkathon-style fundraising initiative that asks participants to push their pram, walk or run any distance and ask friends, family and colleagues to sponsor their efforts online.

Participants can clock their kilometres throughout the week, wherever and whenever they choose. Whether it be around your local park or during your commute to work, however you choose to participate in Pram Jam is entirely up to you.

You can register to participate in Pram Jam individually or as a team, it's completely your choice. Registration is free and simple, via [pramjam.org.au](http://pramjam.org.au).

# FREQUENTLY ASKED QUESTIONS

## **Do I need to push a pram to participate?**

No. You don't need a pram to participate, anyone can clock their distance and ask others to donate.

## **How do I ask for donations?**

Once you register as a Pram Jam participant, you will receive your own fundraising profile link. This link can be shared via email or social media with your friends, family and other networks to encourage direct donations against your name.

## **How can I support Pram Jam without taking part myself?**

If you do not wish to participate, you can still support Pram Jam by making a direct donation. There are also opportunities to become a corporate sponsor or partner.

## **How can I donate?**

Donations can be made via the Pram Jam website. You can make a donation towards an individual or team. You also have the option to donate to the wider fundraising initiative by selecting the 'Donate' button on the home page.

## **Are donations tax deductible?**

Yes. All donations over \$2 are tax deductible.

## **How do I become a corporate partner or sponsor?**

To learn about sponsorship opportunities, please email [pramjam@mercy.com.au](mailto:pramjam@mercy.com.au).

## **Where will proceeds raised for Pram Jam go?**

All proceeds raised from Pram Jam will go to Mercy Perinatal, an international centre of excellence based at the Mercy Hospital for Women in Melbourne. This critical centre aims to advance research, education and treatments to improve the health and wellbeing of mums and bubs, now and in the future, in Australia and around the world.

## **What is Mercy Perinatal?**

Mercy Perinatal is a three-pillar centre of excellence in clinical care, education and research committed to bringing mothers and their babies safely home. The dedicated team of passionate clinicians, teachers and researchers recognise that safe motherhood and the best possible start to life lie in the hands of all of us. To find out more visit [mercyperinatal.com](http://mercyperinatal.com).

## **How much was raised from Pram Jam 2016?**

In 2016, Pram Jam raised more than \$114,000.

# FREQUENTLY ASKED QUESTIONS

## **Can I continue to donate to Pram Jam once the week is over?**

Yes. You can continue to support the health of mums and bubs by donating via the [Pram Jam website](#).

The Mercy Health Foundation welcomes philanthropic support and donations to foster the work of Mercy Perinatal, to constantly improve care through research, teaching, training and development. Your support for Pram Jam is essential to the ongoing work in providing safer motherhood and the best possible start to life.

## **Information on how to register as a team and tips on how to clock kilometres as a group.**

### **How do I register to participate in Pram Jam?**

Registering to participate in Pram Jam is easy. Just follow these six simple steps:

1. Set your challenge for the week in distance or time
2. Choose to complete your challenge every day, across the week or on one specific day (e.g. 30 minutes a day, 20km for the week, or 10km on Saturday)
3. If you plan to run and aren't a regular runner, check with your doctor first
4. [Register](#) as an individual or a team
5. Ask your family, friends and work mates to donate for the distance you cover
6. Push your pram, walk or run and track your distance/time

### **Is registration free?**

There is no registration fee for Pram Jam and participants are asked to set their own fundraising targets. Each contribution will make an important difference to the health and wellbeing of mums and bubs.

### **Can I register as a pair or a team?**

Yes! Participating in Pram Jam with a buddy or as a team is a great source of encouragement and adds a boost to your fundraising network. To register as a pair or as a group, simply click the 'team' option on the Pram Jam registrations page.

### **Do I have to have a child or baby who is in a pram in order to participate?**

No pram? No problem! Anyone can be a Pram Jam advocate or participant. We encourage anyone who is interested to track their own walking or running distance over the course of a week, and ask others to donate.

### **Can I involve my workplace?**

Absolutely! Ask your workplace to take part as a Corporate Sponsor by matching every dollar you raise. Email [pramjam@mercy.com.au](mailto:pramjam@mercy.com.au) to get your workplace on board.

# FREQUENTLY ASKED QUESTIONS

## **Do I need to walk and/or run?**

No. However you choose to participate is completely up to you. You can clock kilometres by walking, jogging, running, cycling or a combination of all activities.

Pram Jam isn't a fitness contest. Pram Jam is a fun and healthy way to make an important contribution to the health and wellbeing of mums and bubs. For women who are pregnant, don't forget to consult your doctor before participating.

## **Do I have to walk or run a predetermined distance?**

No. You can choose a distance that suits you.

Pram Jam is a fun and healthy way to make an important contribution to the health and wellbeing of Australian mums and bubs, and it is also an opportunity to challenge yourself to reach a personal best for great cause.

If you don't exercise regularly and want to set yourself a challenge, it's best to consult your doctor or healthcare professional before taking part in Pram Jam.

## **Are there specific times I need to participate in Pram Jam?**

Pram Jam will take place from Monday 20 November to Sunday 26 November 2017. There are no set times to participate; all we ask is that you get involved and take part according to your own schedule across those seven days.

Whether you like to start your day with a morning walk or run off the pressures of the day after work, we encourage you to set a target of total kilometres or minutes you would like to achieve over the course of one day or across the week, and get moving!

## **How do I track my distance?**

A Fitbit or pedometer is one of many ways that you can keep track of your distance. You can also download a free mobile app on your smartphone, such as [Map My Walk](#) or [Map My Run](#). Alternatively, you can simply track your time in minutes.

## **Do you have another question?**

Visit the Pram Jam website via [pramjam.org.au](http://pramjam.org.au) or contact us directly via [pramjam@mercy.com.au](mailto:pramjam@mercy.com.au).