



Cuddle Cots

Providing families
with the gift of time



Pregnancy & Infant Loss Support

“Families are amazed by how beautiful it is and what it does, and are so grateful to keep their babies close for as long as possible. I point out the link to other families on both the cot and memory book and it brings tears and a heart-connection that is so special. Thank you, thank you, thank you!”

Tess Wyld

Bereavement Care Liaison Midwife,
Ipswich Hospital



When a baby dies, there is a short window of time for a family to create memories, say hello and goodbye to their child and the lifetime they had dreamed for them. These cuddle cots are such a gift for these families to access as they extend the brief time to be together and allow the family so many more opportunities to shower their child with their love.

A Cuddle Cot is a cooling system that has been designed to fit within a Shnuggle basket and lies beneath the precious baby. It allows families the choice to spend more time with their baby – to say hello, change their nappy, dress their baby, take them for a walk; keeping them close as they create those special memories they will cherish forever.



Benefits of a Cuddle Cot

The Cuddle Cot cooling system helps slow down changes of the baby, extending the time for parents to be able to bond with their child, take photos and say goodbye.

It allows the family to spend every moment with their baby as a family unit, precious moments where every minute counts. It allows siblings, extended family members and friends to visit and meet the baby. These are the memories the families will hold onto to help them process their grief for the rest of their lives.

Families spend as much uninterrupted time as they need with their baby, which is vital to avoid further distress. Repeatedly being separated from their baby and returning them to a traditional cooling environment is unnecessary and an outdated process.

The Shnuggle baskets have been specially molded to accommodate the cooling pad and hose and provide hospitals, hospices and funeral homes with an easy to clean basket, thereby reducing any infection control concerns.



How much does a Cuddle Cot Cost?

A Cuddle Cot costs \$6,500* which includes the cooling unit, Shnuggle basket, stand, linen, embroidery, plaques, engraving, transport and administrative costs.

*Costs may change in line with product or service changes.

How can you help?

It is an incredibly traumatic time for parents who experience the loss of their baby – a time when support is inherently vital. All families should have access to a Cuddle Cot in their time of need.

You can help make that profound difference:

1. Create an online fundraising page where family and friends can help support you.
2. Make a tax-deductible donation in full and donate a Cuddle Cot to a service in need.
3. Directly purchase a Cuddle Cot for your service through Bears of Hope.
4. Leave a legacy of love in your Will.

Fundraise for a Cuddle Cot

Does your local hospital, hospice or funeral home need a Cuddle Cot?

Do you want to leave a legacy for your precious baby and, in turn, help other families who experience the loss of their baby?

Why not fundraise for a Cuddle Cot.

You can create an online fundraising page and/or host your own fundraiser and apply for a Community Fundraising Authority via our website.

Every Cuddle Cot is donated in honour of a precious baby and presents with a plaque and embroidery acknowledging the baby. This is an important connection for the families who will use this support resource to know they are not alone and that another family has provided this opportunity to them during this time.

What happens when I reach my fundraising goal?

1. Embroidery and engraving for the Cuddle Cot are organised.
2. We then work with you to confirm placement of your cuddle cot. We may also be able to advise of placement options from our waiting list.
3. The Cuddle Cot is directly sent to you for personal presentation or we can arrange to have the Cuddle Cot couriered directly to the placement.
4. If you will be personally presenting it, you can make it as intimate or as official as you wish in collaboration with the staff. You may like to have the local newspaper involved, family and friends attend for support.

Sponsor a Cuddle Cot

We welcome philanthropic support where a donation can be made for the full amount required and the Cuddle Cot is donated to a service in need. A tax deductible receipt will be provided to you for this option. You may already have a placement location in mind, or you can choose from our list of health services in need.

A Cuddle Cot can be donated in honour of your own personal loss, a baby you hold close to your heart or donated with recognition to corporate or philanthropic funding. Embroidery and plaques are organised to acknowledge the donation. It can also be personally presented to the service with an opportunity to take photos, meet the team and also have media coverage.

Purchase a Cuddle Cot

Allied Health Services can purchase a Cuddle Cot for your facility directly through Bears of Hope. We can arrange a quote for you to gain approval from your workplace. Alternatively, you may like to request to go on our waiting list to receive a donated Cuddle Cot from one of our fundraising families.

Leave a Legacy of Love

A special way to leave a legacy of love is to provide a gift in your Will. You can help fund a Cuddle Cot and make a profound difference to heartbroken families, giving them time to make beautiful treasured memories from within hours of their loss. A Cuddle Cot can be donated in honour of your own baby or a baby close to your heart. Please consult with your solicitor and let us know, if you wish to do so.



“On the 12th of March 2019, we became proud parents to our beautiful daughter, Eliza, who was born still at full term. We were fortunate enough to be able to spend three precious days with our Eliza, which allowed us to create a lifetime of memories as a physical family. The time we had together was priceless and is something that all bereaved families should have access to.”

Robbie & Naomi Dickinson

Contact us

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