

## **HeartKids VIC Annual Report 2011/12**

### **Management and Administration**

The Constitution was amended during the year to extend the terms of each Board member to two years and to introduce a postal ballot. This enables the staggering of the election to half the Board positions each year to avoid a situation where the entire Board might be replaced in any one year. We also introduced a postal ballot system which enables all members to vote on the candidates rather than just those that can attend the AGM. At the Annual General Meeting three new Board members were appointed to fill vacancies left by outgoing Board members. During the year another two new Board members were asked to join to fill vacancies that arose. Our thanks go to all those who left the Board during the year for their efforts in chaperoning HeartKids and advancing our cause during their tenure.

We extended our head office at 55 Flemington Road, North Melbourne, by taking a new adjoining room that we have set up as a lounge and Support Room to supplement the parents lounge at the Royal Children's Hospital (RCH).

We were fortunate to receive a donation from Southern Cross Computer Systems of a Server and Printer which has been successfully installed. This has significantly improved our efficiency enabling us to run our own in house version of MYOB to record our financial activities and to store all our information centrally rather than on disbursed personal computers.

We were able to obtain a donation of pallet racking which we installed in our donated storage space at Z Couriers to improve the efficiency of our storage demands and processes.

During the year we successfully renewed both our Victorian and Tasmanian Fundraising Licences.

### **Membership**

Our membership grew by 14% during the year to a total of 1261 members. This is an increase of 152 members.

### **Support**

Our Support program remains the core function and focus for HeartKids Victoria. We have continued to increase the amount of time that our support staff are present and available to help heart children and families at both the RCH and Monash Heart (MH), as well as improving the provision of phone and other means of support. We also manage a group of Branch Co-ordinators throughout Victoria and Tasmania who provide localised support networks for heart children and their families.

The support team now comprises our Support Manager (Tracy Stanley), two Family Support Coordinators (FSCs) (Sherrie McDonald and Amy Heafield), a Membership & Magazine Coordinator (Margaret Patullo) and a Support Event Coordinator (Lynette McCoullough). The team have built a very strong relationship with the RCH staff and continue to work closely with them. They are building a rapport with the MH staff and we finalised the Agreement to introduce a support presence at MH and for the first time have an FSC on-site at MH every Wednesday. Our FSCs also liaise closely with the interstate HeartKids support teams to seamlessly support the hundreds of interstate families that travel to the RCH for surgery.

Our ties to the RCH continue to strengthen and our Support Manager and Chief Executive Officer were invited to the official opening of the new RCH. During the year we contributed in a number of practical ways to the improvement of the RCH's ability to provide care to our heart children.

We shared the cost of purchasing a new echo-cardiology scanning machine for Cardiac Surgery with the RCH Foundation. Our contribution was \$189,000. Through Sharpie's Charity Challenge Foundation we were able to donate a heating/cooling blanket worth \$25,000 and we also contributed \$25,000 towards Alisa Camplin and Oliver Warner's Finnan's Gift donation of an echo-cardiology scanning machine for the cardiology unit. With funds donated by Kiwanis we arranged the purchase of Vital Signs Monitors worth \$12,000 and HeartKids Victoria also presented a \$20,000 bursary to Dr Bryn Jones to undertake a period of further studies in the UK. We also arranged for a special donation of 6 iPads from Distribution Central Pty Ltd for use by the children to assist with their schooling while away from home.

The team coordinate a complex and challenging program of scheduled and ad-hoc activities and events covering both in-hospital and external support and successfully engage many community-minded organizations to source funding and donations. The program includes organising events such as the Mother's Day pamper experience, father's day goodie bags and the annual Christmas hampers and parties as well as the camps and other events that we run either on our own or in conjunction with one of our community partners. The team also co-ordinate a vast range of respite activities that include attendances at the movies, the zoo and at sporting, cultural and other events like Carn The Kids, in conjunction with Lend Lease and North Melbourne Football Club, as well as events and games involving other key supporters like Melbourne Heart and Melbourne Storm. During the year we offered such respite to 270 families. We also offered financial assistance to 140 families.

We are working with the RCH, Royal Melbourne Hospital and Hearts4Hearts on a transition program for older kids. We facilitated this with a teen lunch in April. Feedback from the event from one of the attendees posted on facebook read: "One of the

best days ever today! Feels perfect to talk to people who can help and who know what I'm going through. I love you HeartKids."

It is the scheduled activities in the hospital that remain most important to the children and their families. From simply being available for supportive and explanatory conversations through to the Tuesday and Thursday morning teas which provide valuable support for in-patient families giving them the opportunity to take a break and share their experiences. This year we introduced the Tuesday morning tea because of demand to expand beyond just Thursday. The morning teas are held in the parents lounge in the Koala Ward and we also have introduced and maintain a support lounge at our main office as a much-needed sanctuary for the families, allowing them to relax away from the hospital.

Communicating with our members is another key focus and we do this through our quarterly magazine, monthly E-News and Facebook.

### **Awareness**

Our awareness activities have been ongoing throughout the year with our usual deep focus in February during our HeartKids Awareness Month. The February campaign targeted television, radio, print and social media featuring our ambassador Glenn Archer as the focus of the campaign. A number of television and radio stations ran our advertisement featuring Glenn. Local newspapers also ran stories featuring many of our families. We introduced a different heart child every day on Facebook together with statistics and inspirational quotes.

Many television and radio stations have agreed to keep the advertisement in circulation all year round.

Channel seven News aired an article on Maddie Florescue during October and we received significant coverage on television radio and print media associated with the sad passing of our young ambassador Shaun Wilson-Miller.

During the year Biggin and Scott adopted HeartKids Victoria as their charity of choice and they introduced us into The Block television show as they owned the sale of one of the houses that was renovated by Polly and Waz. We received further press coverage on the back of the popularity of Polly and Waz and their preparedness to champion us publically.

Our major new initiative was the creation of the HeartKids Cup. This is an annual event that will see AFL teams North Melbourne and Sydney Swans playing for the HeartKids Cup each year. The inaugural game this year was televised live on Channel 7 on the day and previewed on the Channel nine Footy Show. The initiative also spun off awareness opportunities for other state HeartKids organisations.

## **Fundraising**

### **Community Partners**

We must, firstly, acknowledge the wonderful ongoing support of the Kiwanis organisation. They, again held several events for us over the last twelve months, Candlebark Farm Family Camp, Box Hill Miniature Trains Day, Myuna Farm Day and Shepparton Picnic. They donated \$12K towards the purchase of Vital Signs Monitors for the RCH as well as a number of generous donations directly to HeartKids Victoria, the proceeds of a number of fundraising events. They also donated \$30,000 to HeartKids Australia for the Grants-in-Aid Research Program.

Melbourne Storm continue to be wonderful supporters regularly visiting the cardiac ward to meet patients and families as well as donating experiences for us to use at fundraisers. Robbie Kearns, our Ambassador, always gives generously of his time to help us

In May the Tullamarine Rotary clubs ran the HeartKids Spectacular for the sixth year, rebranding it the "HeartKids Night of Nights". The event was hosted by George Donikian and again raised over \$30,000.

The Blackhorse Foundation ran a Sports lunch that raised \$16,500. Biggin & Scott donated their \$8,400 commission from the sale of their winning house that was auctioned as part of the finale to The Block and the 20/40 Club chose us as one of their four charities of choice and presented us with \$6,000 as proceeds from their Caulfield Cup lunch.

The Country Women's Association chose us as the recipient of their 2011 Thanksgiving Fund and presented us with a cheque for \$22,775.

The Stratagem Community Foundation awarded \$7,000 to our Bendigo Branch to use to raise awareness, fundraise and help provide family days for our local members.

The Grote Reber Foundation once again made a generous donation of \$7,500 to be used to further our research activities and we received the final instalment of around \$38,000 from the Barr Foundation to help us expand our Support services. The Lord Mayors Charity Foundation Youth in Philanthropy program once again awarded us \$6,500 to help pay for our Christmas party.

We introduced a new fundraising initiative in partnership with MultiDirect, a direct marketing company, and were able to raise over \$50,000 for the year.

We received over \$100,000 in donations in kind ranging from furniture and computing equipment to toys and tickets to events. Melbourne Heart have been particularly generous in providing us with

tickets to games to share with the families that are on long term stays at the hospital.

To thank our sponsors and supporters we initiated our first sponsors breakfast held at The Grand Hyatt Melbourne and will continue these breakfasts at regular intervals.

### **Individuals**

We have a number of members, family and friends who did amazing things throughout the year to help us continue our important work. People such as Julie Hoffman who raised over \$50,000 through her "Hoffy's Burpee Challenge"; Lara Lynch and Luke and Sofie Reddie who raised over \$35,000 through the Daniel Reddie Foundation; Josh Sharp who again raised around \$13,000 through his 'Sharpie's Charity Challenge Foundation'; the McNamara family who raised over \$17,000 in the City2Sea run; Glenn Archer who raised nearly \$30,000 by competing in Run Melbourne on our behalf, Stuart Braine who swam in the Rottneest Channel Swim and raised just under \$12,000 as did the team who ran the party to celebrate the life of our young ambassador Shaun Wilson Miller who sadly passed away during the year.

We had many other amazing individual efforts by committed HeartKids families and friends such as Adam and Luisa Michielin who ran their third annual Car and Bike show for our benefit, Tom Alexiadis, Mercedes Benz Toorak, and many others whose efforts we appreciate so much.

### **Events**

During the year we were again active in running a number of large events. In July 52 people, led by Glenn Archer and our CEO, Terry Hopkins, ran for HeartKids in the 'Run Melbourne' fun run raising around \$45,000. The Queen of Hearts Gala Dinner which was conducted at the RACV Club raised over \$70,000 and the HeartKids Gala Ball held at the premise of our new sponsor, The Grand Hyatt Melbourne, raised over \$85,000.

We kicked off our Cuppa for HeartKids campaign with a Queen of Hearts High Tea at the Grand Hyatt Melbourne, which was also used as the national launch. 51 registrants for tea parties and 20 for Mad Hatters parties raised a total of \$13,700. These events not only provided much needed funds for HeartKids but also raised community awareness about childhood heart disease.

Our Christmas Party was again well attended despite the miserable weather. Families enjoyed a fun day out at the zoo with entertainment and a visit from Santa.

HeartKids Tasmania were also active with their activities including Crusty's Bakery HK Challenge Bike Ride, the Muscle and Classic Car Cruises and the Car and Bike Show in February proving great successes. The Car and Bike Show alone raised \$6,400 to help Tassie families who have to travel to

Melbourne for treatment. The Tassie team also used funds raised to improve the waiting room facilities at Launceston General Hospital by installing a television and purchasing toys, DVDs etc. They also provided TV/DVD players to both the North West Regional Hospital and the Mersey Community Hospital for use while heart children undergo their ECHO and ECG tests.

### **Summary**

The 2011/12 financial year has been a very strong one for HeartKids Victoria with a number of important initiatives completed and new ones underway in line with our strategic plan. We have successfully grown the size of our charity and expanded the support services that we provide while continuing to improve relationships with key stakeholders. We will continue to press forward making support the primary focus of our activities and are looking to increase the formal dialogue with our members and expand our support services even more as well as increasing the awareness of HeartKids in the community. We have successfully navigated the move to the new RCH and our expansion to MH but with the team we have now put together we are confident we can continue to deliver great support to all our HeartKids and their families.

**Gary Karatjas**  
**Chairman HeartKids Victoria**