



HeartKids VIC Annual Report 2012-13

Management and Administration

This year our priorities have been to build a more robust and sustainable office administration and to improve our capability and efficiency. This has involved revamping our processes and systems and adding some office staff.

We hired an Events and Fundraising Manager, Bea Tomlin, and took the opportunity to hire a very experienced Office Manager in Sandra Zlatanovski, when long-term Administrative Assistant, Amy Emmett, resigned to pursue further education.

There has also been much activity and interaction with the members of our national HeartKids federation in other states and with HeartKids Australia. This is a work-in-progress with the ultimate aim being the development of a streamlined and standardized approach to providing "best-practice" services to HeartKids families, the sharing of resources and information, coordination of national marketing and fundraising campaigns and the professional management of research projects. The formalizing of a Federation Agreement was the first step in the process and various working groups are now looking at areas such as "shared services," and the development of national policies.

At the AGM a special resolution was passed to close the HeartKids Auxiliary of The Royal Children's Hospital (RCH). This was done with the support and encouragement of the RCH Foundation and was recognition of the fact that we have grown and developed to the point where we are more effective as a "stand-alone" charity. We saw three new Board members elected, Ashleigh Koenig, Melissa Karatjas and Tania Tytherleigh to replace outgoing Directors Karin Burgess and Lauren Trengove and to fill an existing vacancy on the Board. Gary Karatjas was re-elected to the Board as was Terry Hopkins.

During the year, Gary Karatjas, Deb Bowling and Toni Plainsek resigned from the Board. The Board appointed Phil Riggio to the role of Chairperson (replacing Gary Karatjas) and invited Joseph Eid to join the Board in the role of Treasurer (replacing Deb Bowling) and Wayne Crofts to fill a vacant Director's role. 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 worked to improve our interaction with members and to improve fundraising by implementing a complete refurbishment of our website and commissioning a new CRM system that will be implemented in 2013-14. We brought all outsourced financial and administrative processes back into the office to improve our control, security and redundancy and developed a series of "process maps" of major financial and administrative processes to also aid our contingency capability.

Membership

Our membership grew by 11% during the year to a total of 1395 members. This is an increase of 134 members.

Support

Our Support program remains the core function and focus for HeartKids Victoria. We have continued to increase the hours of our support staff at both the RCH and MonashHeart (MH), as well as improving the provision of phone and other means of support. We also grew our team of Branch Co-ordinators throughout Victoria and Tasmania which provides 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). We have doubled the time that our FSCs are present on the RCH ward and the team members continue to strengthen their relationship with the RCH staff. We now have one FSC present 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.

We presented the completed "Howie's Place" website to the RCH in December at a formal launch and press conference. The website, which was developed with support from the Honda Foundation, cost around \$275,000 to complete and is fully integrated into the RCH website. It aims to demystify all aspects of visiting the hospital for cardiac treatments for both children and parents and has been extremely well received by both the medical staff and patients.



We again presented our \$20,000 bursary for one of the medical staff to undertake a period of further studies overseas. This year the successful recipient was Dr Darren Hutchinson who will study in Canada for most of the year.

The support team coordinates a complex and challenging program of scheduled and ad-hoc activities and events covering both in-hospital and external support and successfully engages 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-ordinates 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



We continue to work to expand our offerings and are still actively in progress with the RCH, Royal Melbourne Hospital and Hearts4Hearts on a transition program for older children. We also

introduced financial assistance for funerals during the year.

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 around 150 people each month, giving them the opportunity to take a break and share their experiences with others. The morning teas are held in the parent 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 were 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 using an advertisement that HKWA had put together as the focus of the national campaign. A number of television and radio stations ran our Victorian advertisement featuring Glenn Archer as well. Some of those stations agreed to keep the advertisement in circulation all year round. 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.

Channel Seven News aired an article featuring Glenn Archer and two Heart Kids and the Herald Sun ran a full page feature on Maddy Florescu. Channel 31 ran a feature on the Broadmeadows Car and Bike Show which featured significant coverage of HeartKids and interviews with HeartKids parents and our CEO.

We ran a joint press conference with the RCH and Honda Foundation to launch the Howie's Place Website and ran advertisements in the Age Christmas gift supplement as well as regular features in the Senior Scene magazine and on their website.

During the year, Biggin and Scott once again introduced HeartKids Victoria as their charity of choice into The Block television show. Biggin and Scott owned the sale of one of the apartments. We received excellent television coverage throughout the final episode featuring Madi and Jarod (the two contestants associated with the Biggin and Scott apartment) visiting the hospital as well as at the open day when much of the episode was filmed.



We also received good coverage through the HeartKids Cup. This is an annual event that sees AFL teams North Melbourne and Sydney Swans playing for the HeartKids Cup each year. The game was televised live on Channel 7 on the day and previewed on the Channel 9 Footy Show. The initiative also spun off awareness opportunities for other state HeartKids organisations.

We were fortunate to have triple-premiership and all-Australian ex-AFL player, Chris Johnson, join us as an Ambassador.

Fundraising

Our CEO joined the Fundraising Institute of Australia and attended the 2012/13 annual conference.

Community Partners

We must, first, acknowledge the wonderful ongoing support of the Kiwanis organisation. Kiwanis clubs again held several events for us: Candlebark Farm Family Camp, Box Hill Miniature Trains Day, Myuna Farm Day and Shepparton Picnic. They also donated over \$8,000 directly to HeartKids Victoria. This is in addition to the significant financial support Kiwanis gives to the Grants-In-Aid research program conducted by HeartKids Australia.

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

The Timber Merchants' Association selected us to be the recipient of the proceeds of their Annual Fundraiser and donated \$10,000 while the Freemasons also chose us as a recipient of one of their fundraisers and donated \$5,000.

Our wonderful partner, Biggin & Scott, once again agreed to donate the commission from the sale of their apartment (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 \$4,000, being proceeds from their Caulfield Cup lunch.

The Lord Mayor's Charity Foundation Youth in Philanthropy program once again awarded us \$4,500 to help pay for our Christmas party and Suncorp Foundation awarded us \$5,000 to help buy two defibrillators that we can now take to our events.

We continued our fundraising initiative in partnership with MultiDirect, a direct marketing company, and were, again, 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.

To thank our sponsors and supporters, we hosted our annual Sponsors' Breakfast held at The Grand Hyatt Melbourne.



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 Hoffmann who raised over \$50,000 through her "Hoffy's Burpee Challenge" last financial year (and who is on course to raise even more this year), and Josh Sharp who again raised around \$13,000 through his 'Sharpie's Charity Challenge Foundation.' The Makayla Cook Memorial Golf Day raised over \$30,000 and Adam and Luisa Michelin ran their fourth annual Car and Bike show, raising another \$13,000.

There were other amazing individual efforts by committed HeartKids families and friends such as Matt Nelson, the Miller family, Sonya Armstrong, and many others whose efforts we appreciate so much.

Events and Appeals

During the year, we were again active in running a number of HeartKids-led events. In July many members and friends ran for HeartKids in the 'Run Melbourne' fun run raising around \$16,000. Our annual Cuppa for HeartKids campaign raised a total of \$15,000. We ran a Golf Day at Rosebud Country Club raising \$10,000. These events not only provided much needed funds for HeartKids but also

raised community awareness about childhood heart disease.

We conducted a Christmas appeal and a tax appeal to diversify our fundraising methods beyond our traditional donations, grants and events. While not raising significant funds, we learnt much about the process that we can vastly improve upon when we finalise the implementation of our CRM system. We also received our first bequest of \$5,000.

Our Christmas Party was again well attended. We moved to a new venue at the Moonee Valley Race Course so that the weather would not dampen the festivities as it had in the previous two years. It proved to be very successful with families enjoying a fun day filled with entertainment and a visit from Santa.

Summary

The 2012-13 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 increased the size of our charity and expanded the support services that we provide, while continuing to improve relationships with key stakeholders. We will press forward, making "support" our primary focus, increasing formal dialogue with our members, expanding our support services even more, and promoting awareness of HeartKids in the community.

Positive growth resulted this year through prudent management of our resources and despite a temporary contraction in our revenue base. Our focus has been to establish the foundations for increased revenue and future development.

We continue to meet our aims of delivering ever improving support to all our HeartKids and their families and have great confidence in our continued growth and success.

Phil Riggio
Chairman, HeartKids Victoria