



ROYAL CHILDREN'S HOSPITAL

RCH 1000

**Funding Excellence in Research
To Make Sick Kids Better**

MEMBERS NEWSLETTER

June 2004

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An engaging presentation by Ms Karen Hogan, Director of The Gatehouse Centre

Events Calendar

- August 10th 2004 RCH1000 Million Dollar Dinner Dance @Crown
- June 24th RCH1000 Luncheon
Dr Simon Young, Director of Emergency Medicine at RCH



Jack & David Chester

RCH 1000 Million Dollar Dinner Dance

**Crown Palladium Ballroom
10th August
RCH 1000 Annual Dinner Dance**

Guest speaker Professor John Meara
Entertainment by Funky Film Express

www.rch1000.org.au

CHAIRMAN'S NOTE



Efrem Goldhammer

Good Friday Appeal

Channel 7 has yet again captivated the Victorian community with its energetic and comprehensive marathon coverage of the community's generosity and commitment

towards the Royal Children's Hospital surpassing all past years with total donations recorded of just over \$10 million.

Victorians' love affair with the Royal Children's Hospital is an inspiration that drives all those associated with the RCH that little bit further and harder in pursuit of medical excellence directed at making 'sick kids better'.

Million Dollar Dinner Dance

This year our annual signature event to be held on 10 August 2004 at Crown is going to be a celebration that will, for the first time, be a dinner/dance.

As always, medical staff will be in abundant attendance in order to facilitate the interaction of the community with the medical fraternity

As you know, the Crown event is the forum that provides us with our major annual drive for new members, consequently, your involvement in introducing new members is crucial to the success of the night. Please take the time and trouble to identify and invite your friends and neighbours to a dinner dance that they will not forget in a hurry; don't however forget to mention that the motive is to get them to become members.

On that latter issue, I draw your attention to the fact that our Crown event is a 'thank you' for being members and that there is no charge for attending a gala evening of good food,

wine, entertainment and dancing. An opportunity to mingle with like minded individuals and those very gifted people that treat our children.

We need your support to increase our numbers at this event – please help.

Advertising

For as little as \$250.00 your advertisement can appear in 4 quarterly issues of the Newsletter, the circulation of which includes all our current members, Children's Hospital staff, participants of other auxiliaries, the waiting rooms of RCH 1000 members and a number of public relations firms.

Your support of our Newsletter would be appreciated.

Financial year-end tax planning

We are approaching the financial year-end as this Newsletter goes to print.

I take this opportunity therefore of reminding you that your \$1,000.00 donation to the RCH 1000 is tax deductible and that if you haven't yet made your contribution this year, then this is the time to do it. Remember that based on a deduction at the highest marginal tax rate of 48.5% your net cost is \$515.00 – around \$10.00 per week.

Efrem Goldhammer
Chairman RCH 1000

RCH 1000 Committee

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Barry Novy
Brian Mallon
Richard Leder
Geoff Kliger
Sharon Mrocki
Mark LoGiudice
Michael Argryou

Why I will be an RCH1000 Member

Late one evening 'former' RCH1000 member, Jack Chester, came home to find his son, David, 15, doubled over in pain.

Through simple inadvertence, Jack had let his RCH1000 membership lapse.

Jack took David to see his local GP. The GP tried to have David admitted to the emergency ward of a nearby hospital only to be told it could not take him in.

At the GP's suggestion, Jack rushed his son to the Royal Childrens' Hospital while the GP phoned ahead.

Jack and David arrived at the hospital at about 12.45 am and by 3:00 am David had been assessed, comforted, operated on and was tucked in bed sleeping soundly.

Jack said *"I stand in amazement at what RCH staff did for David and for other children when the emergency ward was flat out. I did not tell anyone I was an RCH1000 member and we still received service and care that was second to none. David and I were given full on service from the moment we arrived."*

Having 4 children between the ages of 8 and 20, Jack is no stranger to hospital services, nor is David as he had recently been in another hospital for another reason.

Jack said *"I have never experienced anything like the dedication and love shown by the RCH team to David and to numerous other patients filling the emergency ward that evening. I cannot sing their praises too highly."*

David also sings the praises of RCH. He said *"The doctors and nurses immediately made me feel that I was in good, safe hands. I had*

a nurse with me the whole time. I think they are brilliant."

Sandra, Jack's wife, pointed out that Jack is not easily impressed. *"He is, however, very, very impressed about RCH. He must have felt very secure at RCH because he did not feel it necessary to ask me to come to the hospital that evening. That is very unusual."*

Sandra collected David from the hospital the following day. She, too, was impressed. *"The discharge procedure was professional and quick. I was given written information about David's condition. It was written in a plain and easy to understand language and included clear instructions on what to do. There is no way we could do anything wrong in relation to David's recovery at home."*

Jack says his firsthand experience at RCH has taught him what a unique and invaluable resource RCH is for Melbourne. *"I will make sure I rejoin RCH 1000 immediately and that my business partner also does so. I have and will tell everyone how impressed I am with RCH and the way they look after our children."*



Jack & David Chester

Good Friday Appeal

Victorians showed their compassion and underlying support for the Royal Children's Hospital with a record breaking \$10 million raised by a variety of enthusiastic fundraising efforts for the Good Friday Appeal.

The total at midnight soared to an amazing \$10,057,037 and donations are still filtering in.

A portion of these funds will now be used to buy a MRI scanning machine costing \$4.5 million, which is critical to the Hospital. It is also important to highlight that the money raised by the Good Friday Appeal solely goes to buying medical equipment and funding research projects and not used for the general administration of the Hospital.

Hundreds of people all over Victoria were extremely creative with their fundraising efforts on the day, and they continue to amaze the team at the Good Friday Appeal office.

Activities on the day ranged from a seafood feast in Queenscliff, which raised an astounding \$91,750, a boot scooting competition, chook raffles and charity flights. There were also 14,000 volunteers with shaker cans that either visited you at home or greeted you at busy traffic intersections.

Channel 7 captured every moment of the Good Friday Appeal, with continual live crosses to the Hospital interviewing medical staff, children and families learning about how the Hospital has impacted on their lives. Also the 'Kids Day Out' held at Telstra Dome was a great success with a variety of events that entertained the children the entire day, including musical performances by Christine Anu, Human Nature and Bob the Builder.

Two Henley homes and land auctions at Cairnlea and Lynbrook raised a record

\$769,500. And Safeway generously handed over a cheque of \$628,000 as a result of staff fundraising throughout the entire year.

A majority of the money is collected all year round, and then a cheque is handed over publicly on Good Friday. Generous donations by schools, pubs, service groups, sports clubs, auxiliaries, and a number of companies throughout Victoria and southern New South Wales contributed to the record breaking total.



Good Friday Appeal

Christine Unsworth, Good Friday Appeal Director, Caeleigh Smales, the Good Friday Appeal poster girl, and RCH patients officially launched the 73rd Good Friday Appeal on 17th March at the Auxiliaries Paddy's Market at the Royal Children's Hospital.

The Good Friday Appeal is an essential fundraising program for the Hospital and was established in 1931 contributing more than \$121 million. The common goal of the Appeal is to "raise money for the Royal Children's Hospital in Melbourne, and to ensure that all children with life-threatening diseases get the best possible medical care" (goodfridayappeal.com.au).

The Royal Children's Hospital now extends its sincere gratitude to say "thank you" to everyone who contributed to the record breaking total for the 2004 Good Friday Appeal.





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on page 10

RCH 1000 Sponsorship

The Royal Children's Hospital is a world-recognised center of paediatric excellence, specialising in the diagnosis, care, treatment and research into all diseases, disorders and illnesses of childhood and adolescents.

Incorporating the Murdoch Children's Research Institute, it is the largest tertiary paediatric Hospital in the southern Hemisphere and provides a major paediatric teaching center in association with Melbourne University.

The Hospital offers a wide range of clinical and surgical facilities, including cardiac surgery, renal services, craniofacial, orthopaedic surgery as well as emergency and community services.

The Royal Children's Hospital has an ambitious vision with increasing emphasis on supporting families whose children are cared for by the Hospital and the pursuit of research into some of the toughest health challenges.

There is a strong desire to minimize the hospitalization of patients, whilst increasing the support to the community and other health care agencies in the improvement of health for children and adolescents.

Into the Future

Critically, research will continue and expand into the causes, treatment and cure of childhood diseases, the prevention of illness and injury and most importantly, total health promotion.

The RCH 1000

The major challenge facing the Hospital, is to develop various fundraising programs and activities that will allow it to continue to build its reputation as an international leader in paediatric healthcare, education and research.

The Royal Children's Hospital has an ambitious vision with increasing emphasis on supporting families whose children are cared for by the Hospital and the pursuit of research into some of the toughest health challenges.

The funds raised by the RCH 1000 will be applied toward vital research to ensure the complete physical, mental and social well being of our most important asset – the next generation.

www.rch1000.org.au

Our Mission

The aim of the RCH 1000 is simple – to provide over \$1 million per annum for research programs to be conducted by the Royal Children’s Hospital and its Murdoch Children’s Research Institute.

Sponsorship

As a member of the RCH 1000 you will be given a privileged opportunity to contribute to these ambitious plans and to gain enormous personal satisfaction from witnessing these plans transformed into action. Sponsorship entails an annual deductible donation of \$1,000 invoiced on each anniversary.

Sponsors of the RCH 1000 will have opportunities for networking whilst at the same time contributing to a charitable organization that is an icon within the community.

Sponsorship will also offer:

- Functions with guest speakers from the funded research projects to update members on progress and on current issues relevant to the Royal Children’s Hospital
- You will be asked for permission to publicise your sponsorship on our website.
- The option to display your support of this worthwhile undertaking by the use of the “RCH 1000” logo for personal stationery.
- A quarterly newsletter, to provide updates and matters of interest.
- You will receive an exclusive RCH 1000 lapel badge

Most importantly, being part of the RCH 1000 will give you the chance to make a difference.

**RCH 1000 Funding Excellence in Research
To make Sick Kids Better**

www.rch1000.org.au

Application Form

I wish to become a RCH 1000 member

Date: ___ / ___ / ___

Name: _____

Title: _____

Company Name: _____

Address: _____

Suburb: _____ Post Code: _____

Telephone (BH): _____

Mobile: _____

Fax: _____

Email: _____

I am paying by Cheque / money order Credit card
Credit card Visa Bankcard Mastercard

Card number _____

Expiry date ___ / ___ Cardholder's Name _____

Membership \$ _____

Advertising \$ _____ (See Newsletter Advertising Order Form)

TOTAL \$ _____ Cardholder's Signature _____

Please issue a receipt in the name of _____

Donations over \$2.00 are tax deductible

Please make cheques payable to: Royal Children's Hospital Foundation
And forward to: Priscilla Bergin
Royal Children's Hospital Foundation
Flemington Road, Parkville VIC 3052

Newsletter Advertising Application Form

Order Form / Tax Invoice

(This becomes a Tax Invoice upon receipt of payment)

RCH 1000 Member's Name _____

Please tick the appropriate box for the size of the advertisement you wish to place for the RCH 1000 Newsletters per annum (4 issues).

Yes	Size	Cost	What we need from you
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Michael Schoenfeld FCA
Partner

Level 6, 816 St Kilda Road
Melbourne Victoria 3004 Australia
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Brett Webb

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3 Frankston Gardens Drive
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P.O. Box 814
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Child Abuse – The Reality

The Gatehouse Centre Director Ms Karen Hogan captivated the RCH1000 Luncheon guests on Wednesday 28th April when she described the work and services provided by the Centre to children and adolescents.



Ms Hogan has been the Director since 1988 and has worked in the field of child abuse for over 20 years. Advocacy is a significant part of her work. Currently, she is a member of a Government committee developing a statewide framework to provide services to victims of family violence and sexual assault.



The Gatehouse Centre has a team of highly skilled social workers, psychologists, a psychotherapist, paediatricians, forensic physicians and administrators. Together they provide a range of assessment and treatment services for children.

Services to abuse victims and their families include:

- Short and long term counselling for victims of child abuse and their non-offending family members
- Education and training programmes



- Outreach services at Flinders Lane, Werribee, Broadmeadows and Melton
- Advocacy on behalf of children and young people to government and the media
- Crisis management and support
- Court preparation and support

Ms Hogan was candid in describing the range of abuse cases presented to the Gatehouse Centre. Her vignettes included dealing with an 8-year-old girl who had been raped after being lured into a car to give the driver directions, to a family who had all been abused by the same grandparent/parent. The guests were staggered by Ms Hogan's latest project, aimed at controlling the increasing problem of school children abusing other school children. An ongoing challenge for Ms Hogan in raising public awareness is the sensitivity surrounding child abuse in the broader public arena.

For further information please contact the Gatehouse Centre during business hours on (03) 9345 6391.





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Photography

Lisa Edwards

Photographer/Manager

62 Aristoc House,

1 Aristoc Road,

Glen Waverley VIC 3150

Tel: +61 3 9550 1831

Fax: +61 3 9561 9989



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