

Issue : 64
Address : PO Box 108-034 Symonds Street Auckland
Email : julie@heartchildren.org.nz

Date : May 2008
Phone : (09) 377 9950
Fax : (09) 377 9954

MAY 2008

Awareness Week - the most important week in our calendar year - will be over by the time you receive this. How was the Heart Stopper Challenge in your area? Garth Halliday (our CEO) has really done his bit - by the end of AW "Superman" will have plunged 5 times in 5 different locations. I guess this really demonstrates commitment.

STAFF ACTIVITY

The staff list has grown substantially over the last six months. This comes with pluses and minuses. Car parking at the office can be a bit of a challenge. But there are lots of morning tea birthday cakes. The office is busy and buzzing. If you are in Auckland come and visit us.

BANK ACCOUNT CHANGES TO ASB

This is progressing nicely. Most branches have made the conversion and emailed the new ASB account number through to me at [Julie@heartchildren.org.nz](mailto:julie@heartchildren.org.nz) Thank you for your promptness in attending to this task. I am mindful that these extra jobs are frequently difficult to fit into your busy schedules.

BOOT CAMP 17th - 20th July

Planning is well underway for Boot Camp, the new initiative by HCNZ, which aims to provide 20 young heart adults aged 17-21 with a fun weekend away in a comfortable conference style venue. They will be

encouraged to learn more about their condition, as well as practise a range of life skills such as communication, leadership, confidence, assertiveness and problem solving. It is expected that this will provide the opportunity to build and further develop support networks with others who truly understand. Margaret O'Sullivan (Services Manager) & Wendy Bowen (Youth & Adult Coordinator) have this all in hand.

ADVERTISING CAMPAIGN

JWT, the advertising agency, who have designed the Awareness Week campaign have been fantastic and the feedback we have received is superb. Connor, our poster baby, is doing his work well – how can you not look at him and feel that tightening in your chest. The TV advertisement could be the start of 3 year old Matthew's acting career and the radio stars Olivia, Angelina, Matthew, Razeena and Finn remind us why we are here. Lucas is the "star" that didn't make it into the media this time. He was too young for the radio ads and sadly had to be excluded from the print media as he wouldn't stop smiling!! What a happy boy. He spent the hour long photo-shoot laughing. The airtime exposure that JWT have arranged, is incredibly generous and the 10 billboards (7 in Auckland, 1 in Mt Maunganui & 2 in Wellington) should lift our profile and get people asking questions. The message we need to communicate is that we exist independently of the heart foundation

FUNDRAISING HIGHLIGHTS

May is an incredibly busy time for the fundraising team with so much happening all around the country, the preparation is huge.

The response to the appeal letter has been encouraging. There are a lot of envelopes to open and cheques to process. The highlight this morning was a cheque for \$15,000. How generous some people are!!!

Iyanthi and Liz thank you all for your support in the street appeals and the Heart Stopper Challenges. They ask that you send your feedback through as soon as possible. In the next few days they will be in touch with many of you personally.

DONATION RECEIPTS

I have been asked for a receipt template that may be used by branches. I have developed a generic thank you with an official receipt included. This will be forwarded to the branch in the next couple of days. If you chose to use this format please adapt for your branch and follow the guidelines for numbering and copy storage.

MEMORIAL SERVICES

During Awareness Week many branches hold a memorial service. In Auckland this annual event is managed by Margaret O'Sullivan and is held in St Matthews in the City with a group of talented young singers from Marcellin College and all the trimmings. The branches each manage this in their own way. They range from a Sunday Service or memorial event on the last day of the week to a 2 minute silence before the Heart Stopper Challenge. All are identified by the release of a bunch of heart balloons which symbolizes the children we have lost during our journey. Whatever the individual branch does it is an important ritual that reminds us just why we are here. Thank you for maintaining this tradition.

FAMILY SUPPORT

Our organization has a strong emphasis on Family Support and the process is developing. The inclusion of Heart Children by the hospital demonstrates the importance of the service we are providing.

May Hospital Statistics

Families Visited	57
Contacts made	188
HC Information packs provided	32

Gifts to Children	31
Petrol Voucher value	\$440
Food Voucher value	\$425
Phone Voucher value	\$340

HEARTLINE

The next issue of Heartline is due out in three weeks. Debbie will be looking for photos, success stories, and humorous captions from Awareness Week. It would be great to have something from each Branch so email your contributions to Debbie@heartchildren.org.nz

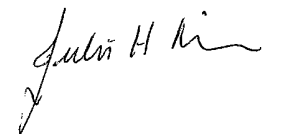
STRESS REDUCTION

Ten Commandments for reducing Stress in volunteers

1. Thou shalt **not** be perfect or even try to be
2. Thou shalt **not** try to be all things to all people
3. Thou shalt leave things undone that ought to be done
4. Thou shalt not spread thyself too thin
5. Thou shalt learn to say **NO**
6. Thou shalt schedule time for thyself and thy supportive network
7. Thou shalt switch off and do nothing, regularly
8. Thou shalt be boring, untidy, inelegant and unattractive at times
9. Thou shalt **not** ever feel guilty
10. Thou shalt **not** be thine own worst enemy, but be thy best friend

Look after yourselves and if I can be of any assistance pick up the phone.

Kind Regards to you all



Julie Neilsen
Branch Coordinator