



Branchlink

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MARCH

April has been an emotional time for some of us as we come to grips with the idea of Garth Halliday not being around and having a new person "steering the boat".

It feels like the end of an era – the Board Room changes and Garth moving on bring a sense of loss and some sadness. But I am an optimist and believe in the natural flow of life. In this 2 to 3 month period before the new Board meet and the new CEO is appointed (I believe the caliber of applicants is impressive) we have some space. Time to reflect, process and prepare.

It is exciting to think about what is coming next. HCNZ has come of age and I believe we are ready for a new stage of growth and development.

CEO MOVES ON

Garth Halliday has been with HCNZ for seven years firstly as the General Manager and since 2007 as the CEO. He started with a staff of 4 and is leaving a staff of 20. Garth "walked the talk" - he worked with us all to promote the organisation, raise money, develop services and establish our credibility as a professional organisation dedicated to the care and well being of Heart Children and their families. He visited branches, attended camps, jumped into pools of ice water, dressed up, entertained the kids, spoke at numerous events/functions, visited the Ward, listened to grieving parents

He was passionate and dedicated.

On 21st April we had an early evening farewell for Garth which was attended by staff, board members, supporters, donors, members and a large representation from Ward 23B. There were a number of speeches acknowledging the progress our organization has made under Garth's leadership and highlighting some of his humorous escapades. The reality of how far we had come and the respect we have achieved came when Ward 23b Doctors presented him with a certificate of achievement that had been signed by them all.

Thank you Garth!! Our loss is the SPCAs gain.

DISTANT DRUMS 2009

Planning is underway and the applications will be processed this week. Booking confirmations, workshop overviews etc will be distributed before the end of the month.

FUNDRAISING ACTIVITY

A very, very big thank you to **Sovereign** for their commitment to the community! We have won the **Sovereign Sunshine** charity of the month for April and will receive \$13,565.00. Thank you also to all of you for getting the message out through your networks and for your votes.

Gala Dinner

This glamorous fun event was even more successful than last year. We are grateful to all organisers, contributors and participants.

Awareness Week / Month

The media program and support we have been promised is impressive. Listen for us on the radio and watch for us on TV.

10 Billboards are to go up around the country with 2 in Wellington, 1 in Christchurch, 1 in Hamilton & 6 in Auckland.

"Go Blue" For Heart Kids

We have had a good response from the schools this year for the "Go Blue" campaign. Is your school involved?

Street Appeal

Liz is pleased with the number of community organisations that have volunteered to support and help with the Street Appeal. Remember the more buckets we have out there the more money we will get. Encourage your personal networks to lend a hand.

Heart Stopper Challenge

This year will be the best yet with 12 HSCs confirmed and participants signing up daily

ZIPPER KIDS UPDATE

Sue rebelled, stamped her foot and won. The Zipper Kids under five will continue to receive a birthday gift. The older children have the opportunity to win prizes by entering the competitions in their newsletter.

NATIONAL OFFICE STAFF UPDATE

Garth Halliday our CEO has left. The job has been advertised, applications are closed and we await the Boards decision.

Sarah Bell the Fundraising Manager & 2nd in command, now acting CEO, is having a crash course on how the organisation functions.

Remember that many of the staff work short weeks, we encourage people to stay home if they are unwell and with Awareness Week coming up others are out and about. **Either** leave messages on answer phones – we do return calls **or** try other extensions for issues that can't wait. We are all pretty good at taking messages, finding people and solutions.

FAMILY SUPPORT

Now that the support we can provide for families when they come to Starship in Auckland is becoming better established we are developing systems to manage this. In an ideal world we would know when families were arriving, where they were coming from, the age & condition of their child, how long they were staying, when they left and where they had gone. This is not an ideal world and developing relationships and trust within an organization like the ADHB takes time.

Kate our Hospital FSW is a visitor who needs an invitation. With Raisers Edge (RE), our new database, we have developed a process for registering families we know about and recording visits by the Hospital FSW, the support we provide and a discharge date if we get it. Once the family is discharged their RFSC is informed via RE. The RFSC is then tasked with either contacting the local branch FSW in their region or making contact with the family directly.

When we have all the information this process works well.

Now RE is functioning well we need to look at the interface between HO and the branch network to ensure a consistent level of service for all families. We would not have got to this point without the assistance of the Branch network. Keep on doing the great stuff you do with.

BOARD REPORT

The constitutional changes to the Board of HCNZ are almost completed. A delegation of the board has met, interviewed and the board has selected the four new members. They bring with them a wide range of skills and experience that will be an asset for our organization.

To maintain continuity while implementing the changes to the board composition (ie new appointed board members and changes to

regional boundaries for elected board members) the proposal voted on by the membership at the SGM in November last year included that, for this first year, all elected members would remain the same. This means there are no board elections taking place at the AGM in May.

YOUTH & YOUNG ADULTS

"The Amazing Heart Race" on 23rd May is confirmed in Auckland, Wellington and Tauranga for the HC youth in these regions. If these events are as successful as they sound you may wish to consider adding "An Amazing Heart Race" to your mix in 2010.

Boot Camp

Planning is underway for Boot Camp on 16th – 19th July. As with other events this is subject to funding but things are looking hopeful. This is limited to 20 participants so watch the mail for your application form.

NIHI (SWINE FLU) PANDEMIC

Everyone will have been listening to the media reports re the potential "Swine Flu" pandemic. All RFSCs and FSWs are being reminded to take the relevant cautionary measures when visiting homes and not to put themselves at risk. They are expected to adopt the usual hygiene measures related to preventing the spread of flu' as recommended by the Ministry of Health. No one should feel they have to take risks and enter a home they may have concerns about. Similarly if anyone does feel unwell they should stay away from Heart Children families. Thank goodness for electronic communicating devices.

MEDIA PROTOCOLS

With all the activity before and after Heart Kid's Week, it is timely to consider our Media Protocols. HCNZ's public profile and the messages we convey to the media, and therefore the public, are crucial in maintaining our reputation and goodwill for fundraising purposes.

There is a tendency to want to respond immediately to media organisations when they call. This is not necessary and often counter productive, as we need to be prepared for what you have to say.

Any queries from media on policy, the overall goals of HCNZ, national fundraising issues or childcare initiatives must in the first instance be referred to the CEO. There will, of course, be issues at a local level that are specific to the region. In these cases the Branch Chairperson is the appropriate spokesperson.

Always establish who is calling, from what organisation and the subject they want to talk about.

If you are the appropriate person they should be talking to identify yourself as such or if not, let them know whom they should be talking to i.e. the CEO or the Branch Chairperson and arrange to have that person call back.

For a full copy of the media protocol email you request to Julie@heartchildren.org

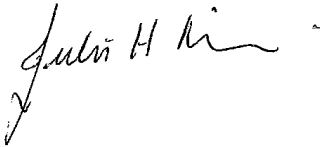
UP COMING EVENTS

- ♥ AGM – 17th May
- ♥ The Amazing Heart Race – 23rd May
- ♥ Charity Ice Cricket Match – 24th May
- ♥ **Awareness Week 24th – 30th May**
- ♥ Heart Stopper Challenges 20th – 30th May
- ♥ Distant Drum Workshops – Jul/Aug/Sep
- ♥ Boot Camp 16th – 19th Jul

REMINDERS

- ♥ Website updates to HO
- ♥ Awareness Week Plans to Liz
- ♥ Distant Drums Registrations

Regards to you all and thank you for all you do



Julie Neilsen
Branch Coordinator (ext 810)