



# Branchlink

**Issue:** 78  
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## JULY

As parents of Heart Children we know only too well that life throws us some real challenges along the way. Organisations like Heart Children deal with difficult issues on a regular basis. We help others get through the difficult times. We pride ourselves on how well we do this. This month has ended with a difficult week. The "Close Up" story was a challenge which we were forced to meet. As an organization we have managed just that. Are we unscathed? Perhaps not but the media portrayed perception does not change the fact that we provide a much needed service, we are dependent on the good will of many, and our resources come from a variety of sources. Ironically one of those sources is also the media!

## FYI FACTS ABOUT PDS

### Q. How long has Heart Children been working with PDS?

We began working with PDS in 2006.

### Q. What activities or services do they provide for Heart Children?

PDS run children's variety shows for Heart Children NZ across the country – around 30-40 in a given year. The Big Day Out Event shows are attended by disadvantaged and kids with special needs – our heart children included – and usually accompanied by their close family. The tickets are given to these children for free (usually through welfare agencies, schools and through our branches in the local area). These children can go for free because the tickets are pre-bought by local businesses in the area. These businesses are approached by phone through the telemarketing agency contracted through PDS. The business is asked to buy a ticket/s for \$45 which enables local disadvantaged and kids with special needs to attend a fun event. The proceeds of which will also benefit Heart Children NZ. The feedback we get from the shows is extremely positive and most of the our branches use the event as part of their Family Days which are an important part of our family support.

### Q. Can you provide a breakdown of how much money the variety show events raise, how much goes to PDS to cover their costs, and how much is received by Heart Children?

The gross income generated from the Big Day Out in 2008 was \$748,000 with expenses of \$511,000. Every cent of every transaction goes to Heart Children NZ and we apply sound accounting procedures to ensure related costs are correctly reimbursed to PDS on receipt of their invoice.

### Q. How much do you expect to raise from the series this year?

The net income expected for Heart Children NZ this year is hoped to be between \$160k-200k. Heart Children New Zealand is a not for profit children's charity that does not receive government funding. As such we generate income through numerous and varied forms of fundraising. The variety shows being one of them. The income generated is significant and PDS are contracted to manage all aspects of income generation and event management, and in our experience they do this very well. Without the steady income we wouldn't be able to afford the level of service and assistance to families we currently provide.

## UPCOMING BIG DAY OUT EVENTS

Another series of the Big Day Out Show begins in the middle of September in the Lower North Island. In November, the show moves into the Upper North Island and the Branches will be given the dates in due course.

This means that our event partner, Promotional Development Services (or PDS) is already promoting the shows and this may result in calls to National Office or to you the local contacts. Most calls are checking that this is a bona fide operation so if you do take a call, please thank them for their support and reassure them that Heart Children NZ, as well as local children, will benefit from their generosity.

If you don't know what this fundraising project is all about, please read on.

**The Show:** the performances are live shows with clowns, magicians and jugglers entertaining the children.

**The Venue:** usually a local school or town hall

**The Fundraising:** agents from PDS will cold call local businesses in the area to ask them if they'll sponsor some tickets (\$45 each). They then pay over the phone or are sent an invoice. Each business receives a certificate to thank them for their support.

The shows are fun for our kids and the income that is generated from the Big Days Out is substantial and therefore very important for Heart Children NZ. Hopefully you have enough information to be equipped for questions from the general public.

## **MEDIA PROTOCOLS**

In a previous issue of Branchlink media protocols were addressed.

Remember:

- ♥ Be careful what you say. The "media's motivation" may not always be aligned with your's.
- ♥ Take some time. Phone National Office to be sure you have all the facts.

## **CAMP BRAVEHEARTS**

Application forms for Camp Braveheart have been mailed to all members with children aged between 8-12 yr olds. Did you receive yours? If not, phone/email Sue [sue@heartchildren.org.nz](mailto:sue@heartchildren.org.nz) or 0-9-377 9950 ext 806. All applications have to be in our office the 28<sup>th</sup> August.

## **JO LAWRENCE CPR SCHOLARSHIP**

The Auckland Branch award this scholarship each year and it is available to a wide range of candidates. Application Forms are available on the website and the close date is 31<sup>st</sup> August.

## **CANON CREATIVE FOR A CAUSE PHOTO COMPETITION**

The photo of Finlay from Canterbury was a finalist in the competition. <http://www1.canon.co.nz/creativeforacause/>. It became one of the 24 finalists chosen from 2592 images by 1045 contributors, representing 436 causes. Our fingers were so crossed as the prize is \$25,000. WE WON!!!! Thank you so much to Finlay and his family. Vicky, Finlay's Mum will be on Breakfast Monday 10<sup>th</sup> August for those who would like to watch the interview.

## **NATIONAL OFFICE STAFF UPDATE**

Attached is a list of the office staff and their usual hours of operation. This is a guideline only as we are a flexible bunch often adjusting our times in

the office to attend meetings with colleagues, families, press, donors etc

## **COMMUNITY POST APPLICATIONS REMINDER**

Its time to put your applications into NZ Post for those useful postage paid envelopes. Check out this site

[http://www.nzpost.co.nz/Cultures/en-NZ/AboutUs/Sponsorship/CommunityPost.htm?utm\\_source=CommunityPost&utm\\_medium=AA&utm\\_campaign=AA](http://www.nzpost.co.nz/Cultures/en-NZ/AboutUs/Sponsorship/CommunityPost.htm?utm_source=CommunityPost&utm_medium=AA&utm_campaign=AA)

## **DISTANT DRUMS WORKSHOPS**

We held the 2<sup>nd</sup> round of workshops this month. Thursday, Friday and Saturday were packed with ideas and enthusiasm. Our offices and meeting rooms were buzzing. Thank you to all of you who came and shared your expertise.

The last session is early in August when the Family Support Team come together and share their knowledge, hone their skills and look at where they are going.

I now have the task of completing the evaluation report, distributing the picture of our "ideal branch", and putting the suggestions into practise.

## **BOARD REPORT**

The new Board met for the first time with the new CEO. As always with new motivated people "leading the ship" the course can change. What changes may this bring? We wait in anticipation!

Look for a more detailed overview of the meeting in next months Branchlink.

## **YOUTH & YOUNG ADULTS**

Remember to contact Wendy Graham if you need help with planning youth events.

## **FARMERS 100<sup>th</sup> CENTENNIAL**

Farmers is 75 years older than Heart Children. Their birthday is in August. "Thank you Timaru and Botany Branches you are doing amazing things". Who ever would have believed that cheese rolls were so popular in the cold south.

## **UP COMING EVENTS**

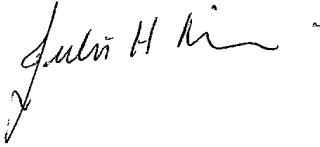
- ♥ Distant Drum Workshops – FS Angels Saturday 8<sup>th</sup> Aug
- ♥ 28<sup>th</sup> November Taupo Cycle Challenge

## **REMINDERS**

- ♥ Website updates to HO

- ♥ Visit Farmers in Botany and support HC
- ♥ Teen scholarships deadline is 31<sup>st</sup> August
- ♥ Heart Kids Week reports & financials to Liz

Now I am off for 3 weeks. I am visiting friends in Vancouver and cruising in Alaska. So until next month when I will be back and refreshed with new energy regards to you all and thank you for all you do.

A handwritten signature in black ink, appearing to read "Julie Neilsen". The signature is written in a cursive style with a large initial 'J'.

Julie Neilsen  
Branch Coordinator (ext 810)