

# Women of the West

FUNDRAISING FOR PMH FOUNDATION

## February Newsletter

# '10

Women of the West members and supporters meet regularly to socialise, network and ultimately raise funds for Princess Margaret Hospital.



Nadeem enjoying a jump on the trampoline

## Pumps provide hope for WA kids

While the number of children diagnosed with diabetes in Western Australia continues to grow, Women of the West are helping provide them with a better future.

Proceeds from this year's fundraising efforts, which raised over \$30,000 for Princess Margaret Hospital for Children, have helped purchase two new insulin pumps for the Hospital. This included a \$15,000 donation from major sponsor IGA.

Nine-year-old Nadeem Mustapha was diagnosed with diabetes when he was five years old and has been using a pump since June last year. Nadeem's mum, Narriman, says the pump has removed much of the stress the condition brings to a small child.

"Nadeem has only needed two injections since he got the pump and that means he's been able to live a much more normal life, and health-wise it's much better because he's got greater control of his diabetes.

"In his own words he told me he feels much more like a normal boy with the pump, and I'm very grateful he now has it," Narriman said.

According to PMH paediatric endocrinologist Dr Tim Jones, pump therapy can help restore normality

to a child's life and reduce the risk of complications like blindness and heart disease occurring later in life.

*"Insulin pump therapy is a method of giving insulin that aims to copy the body's normal functioning. Instead of having up to five injections per day, the pump slowly and continuously gives insulin to the patient," he said.*

Approximately 290 of the 980 WA children being treated for diabetes are using an insulin pump. They cost around \$9,000 each and are not funded through Medicare.

The Women of the West donation will help ensure that more patients like Nadeem can take advantage of this state-of-the-art treatment.



## Calendar of Events

Phone 9489 1100 for more details

### Women of the West Events

Chocolate Breakfast - Saturday 20 February  
April events - Watch this space and your email!

### PMH Foundation Events

Check out the website - [pmhfoundation.com](http://pmhfoundation.com)

## 2010 Committee

Amanda Phipps  
Annika Howells  
Claire Harris (Coordinator)  
Connie Sandberg  
Debra Gerreyn  
Laura Baugh  
Lexie Wilkins  
Sue Watson

### Join our Mailing List

If you would like to join Women of the West's mailing list and receive invitations to events, special offers and our newsletter please email [wotwpmhf@bigpond.com](mailto:wotwpmhf@bigpond.com)

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## Coordinator's update



What a fantastic year it's been for Women of the West members, supporters, committee members and of course PMH diabetes patients. We began the year hoping to purchase an insulin pump at the conclusion of our fundraising events calendar, but thanks to a generous donation from WOTW major sponsor IGA, we were able to purchase two!

At the beginning of each year the WOTW committee sits down with PMH Foundation Fundraising Manager Lesley Hooper to discuss the purchase of medical equipment that would make a fundamental difference to a sick child's life. After much discussion the committee wholeheartedly agreed that it would be wonderful to bring additional normalcy to a child's life by reducing the amount of needles an insulin-dependent child has to endure each day. So it was an easy decision for the committee to begin fundraising for this innovative piece of equipment. But it wasn't just the committee's hard work coordinating events throughout the year that enabled the purchase of the two pumps, it was

also because of you - our members and supporters who chose to attend the events, along with your friends, family, work colleagues, clients and anyone else you could find to drag along and support us! So on behalf of the Committee, I thank you all very much for your continued (and in some cases, new) support throughout 2009.

Nine-year-old Nadeem Mustapha was chosen by PMH endocrinologists as an ideal candidate to use one of the insulin pumps purchased by WOTW, and I'm sure if you've already read about Nadeem on our front cover you'll agree it was worth attending our events last year because of how much quality time and happiness the pump has brought him and his family over the past few months. You've really made a difference...

2010 will be no different for us, with the committee recently getting together and unanimously agreeing to raise funds to purchase several kangaroo pumps - which are used by children recovering from surgery, children not thriving, children who have physical reasons why they're not able to eat normal food or children with eating disorders. The pumps allow suitable children to recover at home instead of having to remain in hospital. Being relatively inexpensive (around \$1000 each) our aim is to make regular purchases following each fundraising event to enable kids to use them as soon as possible. Our specific aim is to purchase three or four kangaroo pumps each quarter - so we're counting on you attending our exclusive events to help make this happen!

I'm pleased to be able to tell you that in 2010 we'll continue to offer our members and supporters the chance to attend more quality events - with our first being a Chocolate Breakfast on Saturday 20 February at *Mosmans* Restaurant in Mosman Park - please check your email inbox for the official invitation. We're also looking for long-term event sponsors this year - with generous sponsorship benefits attached. Please email [wotwpmhf@bigpond.com](mailto:wotwpmhf@bigpond.com) if you'd like to receive more information about corporate sponsorship opportunities.

Please read on for our yearly wrap-up... but before I sign off I thought I should tell you that 2010 looks to be an even busier year for the committee because we've decided to send you an electronic newsletter containing event pics, fundraising updates, member/corporate profiles and an opportunity to advertise your business to over 300 members and supporters immediately following each event we host - so stay tuned for more info about how you or your business can be featured in our quarterly newsletter.

Bye for now... until I see you surrounded by a chocolate abyss at Mosmans!

*Claire Harris*

WOTW Committee Coordinator

## 2009, the year that was...



Well, we started the year in March with an intimate breakfast at the Sheraton Perth Hotel with 2009 Western Australian of the Year and Brightwater Care Group CEO, Dr Penny Flett discussing whether ageing 'really was just a state of mind'. Penny also spoke about the journey she's taken to positively change the lives of so many ageing Western Australians and gave her audience a candid insight into the effects of ageing and how we as citizens can assist with making this 'inevitability' a positive, enriching experience for everyone. Penny's inspirational and diverse life experiences and achievements made for a very positive start to the day and her presence was much appreciated by all of our guests.

Our second event for the year was an exclusive movie preview screening of *My Year Without Sex*, where Director Sarah Watt welcomed 170 guests and introduced the film. Sarah told the audience that although it took many years to write the script and bring the movie to life, she was really proud of what she was able to achieve and hoped the audience could identify with the characters and issues raised throughout. Guests were treated to fabulous goodie bags containing Chocolateria San Churro truffles and churros giveaways (generously donated by the Market Street, Fremantle owners), the latest copy of *Silver* magazine, a Fremantle Chocolate Company treat, a Jet and Ruby ([www.jetandruby.com.au](http://www.jetandruby.com.au)) jewellery voucher and movie refreshments donated by Mortgage Choice.

Our third feature event was a member's cocktail evening at Canton Lounge Bar in July where 120 guests were shown a preview of Simone Perele's latest French lingerie designs. Guests were treated to Barwick Wines and Canton's delicious canapés throughout the evening and won quality raffle items including weekend stays donated by the Comfort Inn Albany, a Bodhi J Organic Day Spa gift voucher, Jet and Ruby Necklace, Mortgage Choice Gourmet Hamper, a \$150 Simone Perele gift voucher, Black Swan Theatre Company tickets and a collection of 'Womama' maternity wear for mum and bub.







## Member profile *Lauren Aylmore - Linc*

I was fortunate enough to be invited to Women of the West's recent event at C Restaurant. I was impressed by what a great event it was and I've since enjoyed learning more about the fantastic work of Women of the West.

Being part of the public relations team at communication agency *Linc*, gives me the opportunity to meet lots of different people, as well as plan, manage and attend a wide range of events. I feel they are a great way to keep connected in Perth, but also a worthwhile way to contribute something meaningful. My favourite events are the ones that surprise you – perhaps with an

interesting venue or something a bit different that keeps you engaged. I believe the most important thing is the warmth of the welcome. A measure of success for any event is how happy your guests were.

I look forward to being involved with Women of the West in 2010.

## Your committee members

*Getting to know your WOTW Committee Members – presenting the ladies who generously donate their time and professional expertise every month to host the exclusive events you've become accustomed to...*

### Amanda Phipps

I've been a WOTW member since its inception in 2000. I began as one of the informal committee members whose main project was to sell Stitches bears throughout the year, and we ended up selling thousands of them and raised tens of thousands of dollars for PMH. Since then I've remained an active member until a couple of years ago when I moved to Northern WA. My family and I returned to Perth last year and I became an active committee member shortly after that.

I'm looking forward to the year ahead and assisting with creating memorable events for all our loyal members and supporters.

National Breast Cancer Foundation and WA Corporate Advisory Network Committee, and a Committee Member of the Subiaco Business Association. I devote all my spare time to help raise funds for Princess Margaret Hospital and research into the presentation and cure of breast cancer.



### Lexie Wilkins

As an ex-Registered Nurse and with over 10 years experience working in sales and marketing management in the pharmaceutical

industry, I've always had a strong interest in health. A long-time member of WOTW and currently the manager of my family business at Mortgage Choice, I enjoy being able to contribute positively to raising funds for PMH via my contribution to the WOTW marketing committee.



### Debra Gerrey

I'm a long standing professional in the hospitality industry and currently work as State Sales Manager for Choice Hotels in both WA and SA.

With a grown-up family and some time to spare, I hope that my experience in marketing and events will assist with the WOTW committee's fundraising efforts and developing the WOTW membership base with like-minded women who wish to contribute.



### Annika Howells

I moved from Wales to Perth two years ago and am a health professional working as Coordinator of a Mental Health Respite Program. I've worked closely with a number of hospitals and charities both here and in the UK, raising money for children's hospices, breast cancer, WWF and have volunteered my time in clinical and community settings. I want to make a positive difference to the lives of children at PMH, and encourage women to help raise money whilst having a great time with the girls at our WOTW events in 2010!



### Sue Watson

The experience of seeing one of my children spend time in PMH's Intensive Care Unit, and the care and compassion shown to my family by its staff, prompted me to become a member of WOTW.

I'm a finance professional, with over 25 years in the industry and am looking forward to offering my skill-set in raising funds for PMH.



### Laura Baugh

It's been for some time that I've contemplated volunteering to a worthy cause, but with the usual children and work commitments the right time never seemed to present itself. Recently a friend of mine joined WOTW

and I started attending some of the fundraisers and thought to myself "I can do this too". Whilst I'm one of the committee's newest 'kids' on the block, I'm enjoying the experience and gentle commitment – and knowing that our small effort will have huge benefits to PMH is a real bonus. I'm also mindful that my children may be influenced by my example and they will hopefully also commit themselves to assisting a community effort as well.



### Connie Sandberg

I'm the Principal and Licensee of Settlement Group Pty Ltd located in West Perth and became a WOTW committee member at the beginning of 2009. I'm also on the

### Got some spare time?

We'd love to have you on the 2010 WOTW Committee! A position has recently opened up after Nicola Weaver had to sadly leave us to concentrate on work commitments.

For further info email [wotwpmhf@bigpond.com](mailto:wotwpmhf@bigpond.com) or contact Claire Harris on 0405 362 330.

