



Bear Facts



Princess Margaret Hospital Foundation Newsletter Autumn 2007

New home for teenage cancer patients

A \$5 million upgrade of Princess Margaret Hospital's cancer unit has seen the opening of Australia's first specialised oncology wing for teenage cancer patients.

One of the first patients to use the new facility is 13-year-old Jake Turner who is being treated at PMH for acute myeloblastic leukaemia. Jake has been in hospital since August 2006 and even spent Christmas and his birthday on the ward.

Sitting in his private room, complete with flat screen TV and DVD player, Jake said the new wing is much more comfortable and generally a happier place.

Jake's Mum, Janine, is also thrilled with the new facility. "It means you can have a bit more of a normal experience, it feels more like home," she said.

As an example, Janine was even able to cook a roast for Jake and his brother in the ward's Ado Lounge, a kitchen/lounge area where teenage patients can hang out and relax.

The dedicated adolescent oncology wing will treat about 50 young people with leukaemia, brain tumours, lymphomas and other cancers every year.

In the past, only about a third of teenagers with paediatric cancer were treated at PMH but they were mixed in with very young children. The rest of the teenagers were treated in adult facilities.

PMH Oncology Director Dr David Baker said the dedicated wing would provide improved facilities and better results for teenage cancer sufferers.

"There is very good research which shows teenagers with acute leukaemias who are treated in specialised adolescent cancer facilities do much better than patients treated in adult's centres," Dr Baker said.



13-year-old leukaemia patient Jake Turner is one of the first teenagers to be treated at the new PMH adolescent oncology unit.

The new wing was named after teenager Johanna Sewell who lost her battle with cancer in an adult hospital in 1989.

While undergoing her treatment, Johanna often spoke of creating a specialist facility for teenagers with cancer.

Her mother, Helen Sewell, donated \$3 million for the development of the adolescent wing to ensure her daughter's wishes were fulfilled.

PMH Foundation receives thousands of donations every year to help give young patients the best chance for a healthy and happy future. If you would like to make a donation to continue this vital work, please complete our donation form on the back page.



Helen Sewell, pictured here with patient Amy Trigg, donated \$3 million to fund the new wing.

The new wing includes:

- two single rooms and three double rooms exclusively for teenagers - a total of eight beds;
- a new schoolroom plus a fully operational kitchen/lounge area for patients to use and participate in cooking and social activities;
- four offices for support staff, including a clinical psychologist;
- pain management equipment in the treatment room;
- a quiet room for time out for parents and patients; and
- new flat screen TVs with DVD players at the foot of each bed.



The new ward, including the same-day care unit pictured here, is fitted with the latest technology.

Visit our brand new website!
www.pmhfoundation.com

Don't miss Sideshow for PMH!
SIDESHOW Saturday March 31
www.littlecreaturesideshow.com.au



PRINCESS MARGARET HOSPITAL
FOUNDATION

Fresh Future raises over \$1.5 million

At two special ceremonies held recently at PMH, Woolworths WA unveiled the grand total of their 2006 Fresh Future Appeal to representatives of the PMH Foundation and Children's Leukaemia and Cancer Research Foundation.

Staff from WA stores raised \$555,000 for the two charities, bringing the grand total raised since the campaign began in 2002 to \$1,557,301.

Local fundraising activities such as sausage sizzles, lamington drives and trivia nights raised the bulk of the profits, with the sale of merchandise also contributing to the final tally.

The \$300,000 donation to PMH will be used to build a new playground at the hospital's State Child Development Centre, where children with developmental problems such as autism can be assessed, and early management and family support provided.

The current playground is too unsafe to be used and has been abandoned for three years.

PMH Foundation CEO Vern Reid praised the efforts of the Woolworths team and announced that since 2002 the Fresh Future Appeal has raised over \$1.1 million for PMH.

"We are overwhelmed by the generosity and effort displayed by Woolworths. In recent years their support has enabled us

to fund state-of-the-art ultrasound equipment, insulin pumps and heart-monitoring machines.

"This year, thanks to the Fresh Future Appeal, we will be able to help children with developmental disorders reach their full potential."

The \$255,000 donation to the Children's Leukaemia and Cancer Research Foundation will be used to fund ongoing research to help children afflicted with cancer.

The Fresh Future Appeal is run throughout August and September across Australia and benefits children's hospitals and wards in each state and territory.

The Woolworths donation to PMH Foundation was the biggest corporate donation received by the organisation in the past five years.



Woolworths WA Regional Manager Brad Bolin (right) presents a cheque for \$300,000 to PMH Foundation CEO Vern Reid and Judy Walsh from the State Child Development Centre.

Ball crosses million dollar mark

The PMH Foundation Bear By Night Ball, held at the Perth Convention Exhibition Centre, has raised over \$150,000 for the children at PMH, bringing the grand total raised since the event began in 1995 to more than \$1 million.

Giant 'pop' projections around the room also added to the 60's sparkle.

Over the Ball's twelve year history, proceeds have helped fund vital projects at the hospital, including a ventilator for the intensive care unit, state-of-the-art heart monitoring equipment and the Children's Rehabilitation Centre.

This year, funds will support a mobile diabetes educator to assist families in remote areas of Western Australia who are being affected by childhood diabetes.

Dr Elizabeth Davis, from the endocrinology department at PMH said:



"Over half of children with Type 2 diabetes live in rural and remote aboriginal communities which makes delivering healthcare very difficult.

"The program the Ball has funded will improve the management of diabetes care and reduce medical complications for these children, such as stroke, heart disease and kidney failure."

The 2006 Bear By Night Ball was made possible by the generosity of the Western Australian public and was proudly supported by Piper Heidsieck, MadFish, Gage Roads, We Print It and the Perth Convention Exhibition Centre.



Six-hundred and fifty guests embraced the 60's Pop theme, dressing in mini-skirts, knee-high boots and mod suits, with iconic look-alikes including the Beatles, Marilyn Monroe and Andy Warhol amongst the revellers.

The night was hosted by weatherman extraordinaire Russell Woolf, with entertainment by the Fab Four Beatles Tribute Band who had the crowd on their feet until the early hours of the morning.



Visit our brand new website



Thanks to the generosity of Creative Nature Communications and Commerce Australia, PMH Foundation now has a brand new website to keep you up to date with all the latest news, events and fundraising activities.

It's now much easier to get information, donate online and find out about the great work being done to help WA children. Visitors can also buy our merchandise online for the first time.

"For so many of our donors, the internet is their communication tool of choice. We are confident our updated website will enable them to support our cause in a way that is quick and easy for them," Foundation CEO Vern Reid said.

"We are also hugely grateful to Creative Nature and Commerce Australia for providing us with the expertise to make



this happen. They have dedicated countless hours to the project and in doing so have helped the kids at PMH."

Supporting WA's sick children is just a click away. Visit our new website today at www.pmhfoundation.com

LOOK WHAT'S COMING UP SOON!



Proceeds go to the Princess Margaret Hospital Foundation and the Fremantle Hospital Medical Research Foundation.

For more information visit www.littlecreaturesideshow.com.au



Wear A Bear Day

Sign up today!



Our annual Wear a Bear Day Appeal hits the streets of WA on Friday May 25, but the fun starts much earlier with \$2 Stitches Bears going on sale in businesses, schools and workplaces right throughout May.

Help us make this year's appeal the biggest ever by selling a box (or boxes) of bears to raise money for PMH. The bears will be delivered to you on consignment so there's no payment up front. Just pop them on your counter or sell them to friends and you'll be playing a part in helping the sick kids of WA.

You can also lend a hand by volunteering your time on May 25 to sell the bears in shopping centres in your local area.

Last year's appeal raised over \$75,000 for the hospital. This year we are hoping to raise over \$100,000. So tell your friends about Wear a Bear Day and get everyone involved.

To order your bears or volunteer your time please call Olivia on 9489 1100 or email olivia.chester@pmhfoundation.com

HOT CROSS BUN DAY

SATURDAY 24TH MARCH 2007

On Saturday March 24, Bakers Delight will be holding its annual Hot Cross Bun Day to help raise funds for PMH.

For every six-pack of delicious hot cross buns sold on the day, \$1 will be donated to help the babies in the PMH Neonatal Unit. Proceeds will fund six pulse oximeters for the ward, which measure the amount of oxygen in the blood.



Last year, Hot Cross Bun Day raised a record \$18,000. This year, with your help, we hope to cross the \$20,000 mark.



The biggest SINGLE event of 2007!

Saturday 31st March 2007 - Parmelia Hilton

PMH Foundation is supported by a number of community groups and businesses who raise money for the kids at PMH through fundraising activities and events.

One of these organisations is Next Step People who are holding a Gala Singles Ball on Saturday March 31 with part proceeds to PMH. To find out more please go to www.nextsteppeople.com.au

Good Guys support Megazone

Living up to their namesake, The Good Guys network have launched a community relations program that donates 20 cents from every transaction to selected charity and community groups, including PMH Foundation.

The Good Guys will be raising money for the Megazone, the hospital's play centre on the top floor of PMH. The donation will be used to fund new equipment and games, staffing and general up-keep of the much loved playground.

"The Megazone has delighted both children and parents for five years and community support from businesses such as The Good Guys helps us employ two full-time activity coordinators," Fundraising Manager Lesley Hooper said.

"The Goods Guys have stepped forward

and become a major supporter of Megazone, which means we can also update some of the older computer games and equipment."

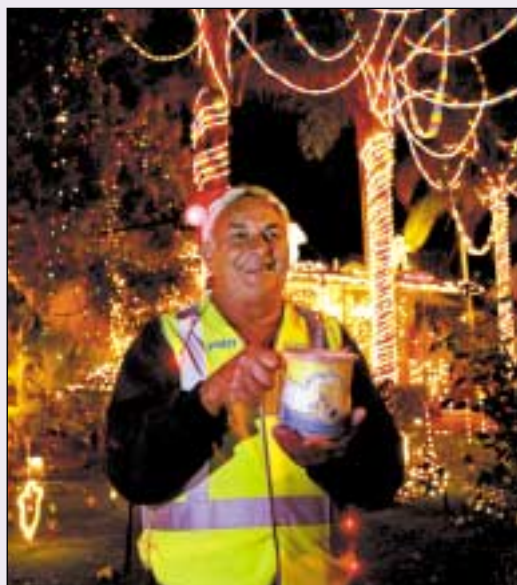
All six Good Guys stores from Western Australia; Cannington, Joondalup, Midland, O'Connor, Osborne Park and Rockingham are combining forces.

Alf Rebola from The Good Guys, O'Connor is delighted that the program has started: "This is a great long-term opportunity for our stores to give back to the community and rally round disadvantaged groups. Committing 20 cents from every transaction is our way of doing our bit and showing we care."



Good Guys stores in WA are donating 20 cents from every transaction to PMH Foundation and other charities.

The Good Guys community program is run in partnership with United Way, a national network of not-for-profit organisations that raise funds to support grassroots community projects.



John Roe and his family are wrapping up their Christmas Lights campaign after 14 years and \$62,000 in donations.

Photo supplied by The West Australian

Lights go out on House of Roe

After more than a decade of service to PMH Foundation, John and Fay Roe have hung up their festive decorations, bringing their Christmas Lights tradition to an end after 14 years.

Since 1993, John has spent countless hours adorning his house and garden with 48,000 twinkling bulbs, and was known far and wide for his spectacular displays.

In 2006 alone, John's Morley home, which featured a wishing well, moon and stars, elves, reindeer, and of course Santa, raised nearly \$11,500 in gold coin donations for PMH.

In total the Roes have raised a whopping \$62,000 for PMH Foundation.

Over the years, John has gone to extraordinary lengths for the cause, sending out 800 newsletters a year to gain support and materials for his display. He has also reminded everyone of the joy and spirit of Christmas with his trademark line, "Hey, come on, it's for the kids!"

Wrapping up their last season, John said, "We're disappointed that there won't be a big switch to turn on next Christmas, but we are very proud to have done what we've done."

They certainly should be! We'd like to thank the Roes for their dedication to the children at PMH. Your enthusiasm will be hard to beat and sorely missed in the years to come.

Australian first research for PMH

An Australian first research project that aims to find better ways to treat cleft lip and palate disorders in children has begun at PMH, thanks to a \$50,000 donation by Lifetime Distributors.

Lifetime's donation will help research scientist Mark Walters and a team from the cranio-maxillo-facial unit investigate facial growth patterns.

Between now and July, two high calibre scientists (who have been funded by Lifetime) will be busy taking measurements from the faces of at least 1000 individuals,

born with or without clefts and aged from birth to 25 years of age.

The scientists will then analyse the project data using highly specialised software and hope to have initial results available by late 2007.

Mr Walters said that without the Lifetime donation the project would not have been possible. He added that the research has the potential to help children from all around the world.

Lifetime Distributors raised the \$50,000 by donating a percentage of their profits from book sales in WA.



Research scientist Mark Walters with the 3D facial stereophotogrammetry system that is being used in ground-breaking research at PMH.



STITCHES' SNAPSHOTS



Toy Central ▲

Jeanette Shorto from PMH Foundation accepts a stack of new toys, books, games and CDs from Centrelink's compensation team. Led by Durga Bhamidipaty, the team used credits earned in their book club to buy the presents which will help children across the hospital.

Budding Buccaneers ►

Students from Greenmount Primary School walked the plank and hoisted the mainsails to raise money at their recent 'Pirate' Day for PMH. Pictured here are the best dressed buccaneers, complete with skull and crossbones and patches galore, who together raised close to \$400.



Mega Sale ▲

BP service stations across the Perth metro area generously donated thousands of kilos of surplus stock to PMH Foundation to fundraise for the hospital's gastroenterology ward. Everything from chocolate to engine oil was sold off at the Claremont Showgrounds, raising over \$10,500.



Westfield Breakfast ▲

Nearly 200 children joined Santa and Stitches for breakfast at Westfield Innaloo Food Court in December and helped raise \$1000 for the hospital. To kick off a great day, breakfast items were kindly donated by Muffin Break, Woolworths, Bakers Delight and Masters Milk.



Cherry Picking ▲

Mark Sun (pictured left) of Sunlong Fresh Foods & Yuan Chang Fresh Foods was crowned the 2006 Cherry King after paying \$20,000 for a one-kilo box of WA cherries. A record \$55,200 was raised at the Market City Charity Cherry Auction bringing the total raised since 1992 to over \$300,000.



Property Party ▲

Every year, Australian Property Alliance holds a Christmas party with a difference, auctioning off items to raise money for PMH. Their last party raised over \$11,000 which has helped purchase two new insulin pumps for diabetic children in need.

THANK YOU

The following organisations have donated more than \$500 since the last edition of Bear Facts

Abesque Engineering & Construction Ltd	BP - Perth Metropolitan Service Stations	Director of Public Prosecutions	(Newmont Mining)	Mining People International	St Mary's Anglican Girls School
Advanced Well Technologies	BP Refinery (Kwinana) Pty Ltd	Dream Kids	Kalgoorlie Diamond Jewellers	Modern Rock Dance Company	Stuarts House of Bedding
Amcor Recycling WA	Bristow Helicopters Australia	East Narrogin Primary School	Kelmscott Dart Club	NIC Christmas Fund	The Jack Family Charitable Trust
Apache Energy	Budget Rent A Car	Economic Regulation Authority	Kimberley Diamond Company NL	Novotel Langley Perth	The Stan Perron Charitable Foundation
Aquinas College	Burnal Pty Ltd	Eftel	Kinross Primary School	Ocean Keys Shopping Centre	The Village Christian Fellowship
Arnold Technical Recruitment Pty Ltd	CAF - Australia	Empty Toners 'R' Us	Link Advantage	OMV Australia Pty Ltd	Thomas Contracting Services
ASC Pty Ltd	CB Richard Ellis	Entertainment Publications	Linneys Jewellery Pty Ltd	P L Bolto & Co	Tiwist (Cooljarloo)
ASOFIA	CECCELE	Ernst & Young	LionOre Australia - Lake Johnston	Pearlbox Holdings	Toyota Material Handling United Way (WA)
Atlas Copco	Chamberlain 9G Tractor Club of WA	Exmouth Jumble Charity Group	LionOre Australia - Black Swan	Perth Tenpin Bowling Association Inc	Vertex Financial Solutions Group
Australian Envelopes	Chevron Australia Pty Ltd	Ezi-Hose Pty Ltd	Lions Club of Floreat	Pfizer (Perth) Pty Limited	WA Calabrese Association
Australian Law Insurance Association	City Beach Primary School	Farmer Jacks	Lions Club of Gurrudoola Inc	PIHA Prop Ltd	WA Police - Headquarters
Australian Property Alliance	City of Joondalup	Force Technology International Pty Ltd	Little Folk Inc	PK International	West Cape Howe Winery
Australian Securities & Investments Commission	Coca-Cola Amatil Pty Ltd	Four Vanguard Social Club	Live Fitness Centre	Private Mortgage Funding & Management	West Coast Eagles
Australianland.com Pty Ltd	Comes Myer Ltd	Gage Roads Brewing Co	Lorraine Williams	Profile Packaging Pty Ltd	Western BD
Bar One	Commercial Travellers Association	Halliburton	Settlement Services	Retraction (WA) Ltd	Westfield Innaloo Shopping Centre
Barrow Island Ward 3B Fund	Como Secondary College	Helping Hands Group	M Rodic & Associates Pty Ltd	Rotary Club of Boulder	Woodside Energy Ltd
Bell Potter	Cosmos Nickel Project (Jubilee Mines NL)	Hills Family Trust	Mal Atwell Leisure Group	RSL/West Coast Nollamara Dart Club	Woolworths WA
BHP Billiton	CSBP Limited	Hope Downs Construction Village	Maxxium Australia	SBA	Worsley Alumina Pty Ltd
Blue Ridge WA Pty Ltd	Decor Wrought Iron	IBM Australia Pty Ltd	MBR Corporate	Skydive Express	Wyllie Group Pty Ltd
	Di Labio & Co	IMS Project	Mincor Operations Pty Ltd	St Hilda's Anglican School	Zen Do Kai
		ISCC DDDDD CF	Mindline Pty Ltd		
		Jundee Operation			

The following individuals/families have donated more than \$500 since the last edition of Bear Facts

J Adamson	James Canns	Jim Dunstan	Ann Lawton	James Riddell	Kristen Tannenbaum
Tim Aldous	V Catalano	Jim & Marion Edwards	James Lim	Barry & Vicki Rochford	Tom & Trudy Te Rito
D & F Andrews	David Chan	John & June Falck	Tony Lovegrove	John Roe	John Van Vliet
Andrew Astle	Andrew Clark	Danne Forte	Lynda & Wayne Martin	Stephen Rooke	Barry & Judy Welch
Corene Baird	M & L Clifford	Wendy Fry	David Mayfield	Daniel Ryan	Helen Whitmore
Kevin Ballock	Brian Cock	Jeffery Godin	Ronnie Michel-Elhaj	Ken Rylands	Don Wilson
Val Beckingham	Nicholas & Mary Creed	John Gwynne	Isabella Novack	Sagan & Robin Salter	Daniel Young
Cedric Broun	Damien D'Ascenzo	Carol Harper	Phil & Maria O'Neil	Violetta Silidek	
John Brunner	Dolores Donovan	Fred & Marjorie Harris	Tony Packer	George & Janine Sinclair	
Anne Burniston	Doris Donovan	Odysseas Hartofilis	N G Peddie	Paul Stephan	
Ross Cameron	John Dravniaks	Jason & Sharon Janssen	Vincenzo & Barbara Raschilla	Grant Sutherland	

The following Estates have been received since the last edition of Bear Facts

Estate of Patrick Connolly

Estate of Daniel Charles Burges Girling

Estate of Lilian Norton

\$2.74 million for WA's sick kids

Thank you

Thanks to your generosity, PMH Foundation was able to provide the hospital with \$2.74 million worth of grants in 2006, to help improve the lives of so many children. Here are just a few of the grants presented.



Six-year-old Kayla is being tested for epilepsy using equipment funded by PMH Foundation and the WA community.

REHABILITATION CENTRE	\$1,500,000
ADOLESCENT CENTRE	\$150,000
SCHOLARSHIPS	\$237,000
MEDICAL EQUIPMENT	\$633,000
<i>Including:</i>	
Nerve Integrity Monitor - Theatre	\$30,928
Servo Ventilator - Physiotherapy	\$52,728
Touch Screen Data Pads - Theatre	\$16,000
Mansell Power Lifter - WANTS	\$11,500
Non-Invasive Blood Pressure Monitors - PICU	\$8,200
Respiratory Function System - Respiratory Medicine	\$52,000
Electronic Wheelchair & Tilt Chair - Occupational Therapy	\$18,094
Ophthalmic Camera - Ophthalmology	\$77,000
Ultrasound Probes - Diagnostic Imaging	\$41,000
Vital Signs Monitor - WANTS	\$18,520
Paediatric Transducer - Cardiology	\$8,576
Blanketrol Cooling System - PICU	\$24,500
Middle Ear Analyser - Audiology	\$22,700
Gamma Counter - Diagnostic Imaging	\$39,500
ICP Monitor - PICU	\$7,550
Electronic Beds - Oncology	\$33,789
Pulse Oximeters N600 - Respiratory Medicine	\$7,000
Brainwave Readers - Neurophysiology	\$22,500
Heater/Cooler Device - Anaesthesia	\$48,750



Thank you to everyone who contributed to our Bod Pod campaign. We have now received enough funding to purchase this equipment for the hospital. The Bod Pod is a unique device that measures a child's body composition. It is vital to help treat patients who are suffering from serious diseases of the kidney, liver, intestine and endocrine system, plus cystic fibrosis, obesity and cancer.

HOW CAN I SUPPORT THE KIDS AT PMH?

MAKE A DONATION See donation form below

VOLUNTEER If you have any spare hours in your week, contact us to find out how you can help.

EVENTS Come along to our events and help us continue our vital work.

MERCHANDISE From Stitches Bears to wristbands, go shopping online to show your support!

WILLS & BEQUESTS You can save the lives of a new generation through your Will.

CORPORATE PROGRAMS Your company can help update vital hospital areas and equipment, fund crucial medical research or sponsor expertise.

COMMUNITY PROGRAMS Schools, sporting organisations and clubs play an important role in helping PMH Foundation.

For more information about supporting PMH please visit www.pmhfoundation.com

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YES, I WOULD LIKE TO DONATE TO THE KIDS AT PMH!

You can make your donation by:

-  Visiting www.pmhfoundation.com
-  Phoning (08) 9489 1100
-  Faxing this completed form to (08) 9489 1199
-  Mailing this completed form to:
PMH Foundation GPO Box D184, PERTH WA 6840

I would like to make a donation today of:

\$30 \$60 \$150 \$250 or \$

Please debit my    

Card Number

Card Holder's Name

Signature Exp. Date

Phone ()

OR I enclose my cheque/money order (payable to PMH Foundation) *No staples please!*

OR I would like to make an ongoing credit card donation of \$

every: Month 3 Months 6 Months 12 Months

Please email me information about upcoming events to:

Donations over \$2 are tax deductible & a receipt will be issued. Please send your donation today!
I would prefer not to receive any further information from PMH Foundation

Please pass this Bear Facts on to family & friends, and don't forget to visit our new website at www.pmhfoundation.com