

BranchingOut



A Word from

Issue 3, September 2013

Richard Appleby, CEO

Can Assist is faced with many challenges but with that comes many opportunities and possibilities. As I reflect on the past financial year and our achievements I look forward to a future where we work together more closely for our founding purpose to provide NSW country patients a friendly supportive place to stay when receiving cancer treatment in Sydney.

I respect country branches provide vital financial support for their local community and this continues to be an important element of the services we provide to the country cancer patient.

Can Assist relies on negligible funds from government and without our country and city donors we would not exist. This issue of Branching Out will focus on fundraising, and I hope we can provide valuable information and some great fundraising ideas from across our country volunteer network.

As I reflect on our vision and the sustainability of Can Assist into the future, I think of how we can work together to fundraise across country NSW and better support our branches and fundraising committees with this core activity. More importantly, how can we work together to achieve Can Assist's vision – *Every country community, family and individual has equitable access to cancer care and support services.*

Over the next year our intention is to refocus our energies in fundraising and establish regular donors from private and small to medium business across country and regional NSW.

I look forward to working more closely with our network of country branches and fundraising committees and welcome discussion on the matter and ways we can work together more.

With best wishes,

Richard

Can Assist Administration Update

This financial year is the last modified financial year

2013/2014: 1 August 2013 – 30 June 2014

2014/2015 – Standard Australian financial year:
1 July 2014 – 30 June 2015

We would like to take this opportunity to thank all branches for complying with the new audit requirements, the process has been much improved.

Keeping Safe

We are pleased to report that since the launch of our Keeping Safe guidelines in April this year, the majority of the branches have had one, or more branch and fundraising committee members trained in our simple to use guidelines and checklists. Hopefully, by the end of October all branches would have had a representative who has received the training.

The regional meetings have provided the opportunities for most of the training in 2013. Training should occur annually and we hope to streamline the process in 2014 by setting up simple training via our website, head office will keep you updated.

We would like to take this opportunity to remind you that it is a legal requirement that the branches and fundraising committees follow the guidelines - such as completing the checklists and recording Keeping Safe in the branch meeting minutes and sending to head office.

Remember your feedback matters. Please contact Julie Hillier to discuss the process or receive support and assistance in keeping safe.

Keeping Safe hint

Remember volunteers have a right to work in safe environments that includes free from feeling uncomfortable or under pressure from others, please contact head office for a confidential chat if you have any concerns.

Keeping Safe tip

The hot summer months will be soon upon us, please remember to ensure volunteers at fundraising events have access to shade, water and sunscreen.

In the News

Spotted: Can Assist featured in OUTthere Magazine.

A feature article on Can Assist's Country Cancer Rescue lunch which was held in Sydney this May has been published in Rex's in-flight magazine, OUTthere. OUTthere reaches more than 175,000 passengers every month, and is the only monthly, nationally distributed magazine in Australia that focuses solely on regional business, regional lifestyle and regional tourism.

rexcommunity

Country Cancer Rescue

MORE THAN 200 friends and generous supporters gathered at Waterfront restaurant in The Rocks, Sydney on Friday 31 May to celebrate the Country Cancer Rescue lunch. This yearly event is hosted by Can Assist to raise funds for accommodation, financial assistance and support services for country families in New South Wales affected by cancer.

Warrick Lodge, Rex General Manager of Network Strategy and Sales, attended the lunch to represent Rex, as the company had sponsored flights for the live and silent auction prizes on the day.

Master of ceremonies Angela Catters, from ABC Radio, hosted the event, which opened with a special welcome and thank you by Richard Appleby, CEO of Can Assist. Deputy Premier, The Hon. Andrew Stoner gave a special address in which he revealed a thorough understanding of the challenges faced by country residents who are diagnosed with cancer. He also announced a \$10,000 donation to Can Assist from the New South Wales state government.

A performance from Royden Donohue, the 'Voice of the King', followed lunch. Royden holds a number one hit on the Country Music Charts and was the winner of the 2009 Parkes Festival Elvis Idol competition. Royden entertained the audience with his swivelling hips and made the ladies swoon with some Elvis classics, concluding the show with an impressive performance of 'Viva Las Vegas' accompanied by Kay Hull (Rex Ambassador and Can Assist President), John Colvin (past President of Can Assist) and New South Wales Premier Barry O'Farrell's wife, Rosemary.



"This year's Country Cancer Rescue lunch raised a total of \$140,000 on the day."

Profile

Can Assist Manning Valley - Charity Ball raises \$60,000

Source: Manning River Times (Taree)

With everyone dressed in their best attire, the inaugural Can Assist Manning Valley Black Tie Charity Ball kicked off fundraising efforts in stunning style, raising more than \$60,000 to help local families cope with the cost of going through cancer treatment. Since the Can Assist Manning Valley Branch was formed last October, it has helped 12 families with basic needs like paying electricity bills, car registration, food and fuel vouchers and pharmaceutical bills.

“A diagnosis of cancer has a huge impact on the whole family,” says Melinda Allan, President of Can Assist Manning Valley. “This initiative provides really practical help. For example, last year one parent had to travel to Sydney for specialised cancer treatment. Can Assist paid for the rest of the family to travel to be with him so they could be together for Christmas.”

“We want to continue to help as many local families as possible. A big thank you to every single person who bought a ticket to the Charity Ball on Saturday night, donated money or took part in the auction and raffle. This event would not have been possible without the generosity of our local community, including Paul Allan of Club Taree, and our event stylist Dyana Brown who did a beautiful job with the Parisian theme for the night.”

Special guest artist and MC, Rhonda Burchmore, entertained the 340 guests with a mix of her own songs and favourites from her hit shows. After dinner, guests danced the night away to the music of The Band With No Name.

Local auctioneers Rob Chapman and Bruce Moy of Ray White, did an outstanding job of getting guests to part with their money during the live auction. Items up for auction included sporting memorabilia with 2 of the 3 Football jumpers being donated by local up and coming footballer Boyd Cordner, dinner with French chef Laurent Gonfond, and a pink baby's jumper hand-knitted by Pauline Hanson. “The item that fetched the highest price (\$2,100) at auction was a signed Glenn McGrath cricket ball, donated by Craig Huth of MaxFM/2RE,” says Melinda Oirbans, Branch Secretary.

Cheques of \$10,000 each from Mayo Private Hospital and Stacks Finance helped kick off the fundraising efforts. One lady, on hearing Can Assist had at that particular time had not quite reached the \$50,000 mark, tipped in exactly \$1202.30 to make up the difference.

“A table of young people pooled their resources and also made a donation,” says Leanne Newman, Branch Treasurer. “The generosity of spirit of every individual is heart-warming, and will greatly benefit families struggling with cancer diagnosis. 100% of the donated funds will go to support the needs of local families coping with the day-to-day costs of living through cancer treatments.”

The Black Tie Charity Ball isn't just a 'one-off'. Can Assist Manning Valley raises funds throughout the year through a variety of events. A big thank you to the Manning Valley community – you've done it again!

Focus On: Fundraising and Our Brand

In a crowded market where charities are competing with one another for community support and fundraising dollars, Can Assist needs to stand out from the crowd. With Can Assist receiving negligible government funding, the need for us to stand out and gain community awareness and support is even greater.

With 50 branches and fundraising committees across the state, it is important that each and every person representing Can Assist sends a consistent message about who we are and what we do. Keeping our message and branding strong, clear and consistent helps build awareness of Can Assist in the community. By correctly branding everything that we do, our audiences easily recognise our name and logo, know who we are and what we stand for, and are compelled to support us.

Earlier this year, branch executives were emailed the Can Assist Brand Standards and Communications Kit. These resources have since been updated and can be found in the branch login section of the Can Assist website (<http://www.canassist.com.au/branch-login>) under Branch Operations, Forms and Resources link, then click on the Marketing and Communications link. Please take the time to read these and ensure you apply them to all activities your branch undertakes. There are some great tools and resources in this section and we encourage you to explore this area.

The updated Branch Communications Kit gives Can Assist branches ideas and tools to use when writing press releases, engaging the media and communicating to the public. The Communications Kit also includes 'Facts on the inequity of cancer in rural and regional areas', which highlights the inequities that country cancer patients face and reinforces the need for our services. The Brand Standards dictate the requirements when using all aspects of the Can Assist branding, including logo, Can Assist statements, and brand colours.

Also updated in the branch login section of the website under Branch Operations are the resources for fundraising and events. The Branch and Fundraising Committee Event Notification Form must be used to advise Sydney Office of all branch events and fundraising activities. You will also find the Third Party Fundraising Form in the branch login. This form is to be completed and submitted by any third party wishing to fundraise for Can Assist. Once this application is approved, Can Assist will send a Letter of Authority to Fundraise (which we are legally obliged to do) allowing the third party to fundraise on behalf of Can Assist.

If you have any questions regarding branding, marketing and communications or fundraising, please do not hesitate to contact the Sydney Office for support and advice.

Your View

Moree Gala Ball

The Can Assist Moree Hollywood Gala Night held in August was a great success raising funds for locals undergoing cancer treatment. According to Moree Branch president, Fiona Kelly, there were many young faces in the crowd. "It was great to see younger people supporting the charity as it is not necessarily common," she said.

Not only were there plenty of youth, but also plenty of people from far and wide supporting the night. A highlight of the evening was Rebecca Reardon sharing her personal story of how cancer touched her family.

The Reardon's underwent a tough time when one of their young sons needed a bone marrow transplant. Mrs Reardon's other son opted to give him the transplant which saw the family needing to use the Ronald McDonald House. The family soon realised how important it was to support charities such as Can Assist.

- *Moree Champion, Moree NSW*

Wagga Wagga receives Finch Society donation

The Riverina Finch Society has had to wrap up their operation. This was bought about through a loss of membership and of people passing away from cancer. They decided to donate the closing balance of their bank account to Can Assist Wagga Wagga branch. The closing balance was \$5,597.93. Can Assist Wagga thanks them for their generous donation.

- *Owen Smith, Wagga Wagga Branch*

Cootamundra Art Show a huge success

Cootamundra residents were being encouraged to help raise funds and enjoy the artwork at the Wattle Time Art Show in the first weekend in August. The opening night was staged at the town hall, with nibbles and drinks and a visit by guest speaker Frank Ifield.

A large range of paintings were available for viewing and for sale. Auctioneer for the evening Col Harris kindly given up his time to help Can Assist.

A painting by artist Mark Saddler was also auctioned on opening night. Mr Saddler painted the picture with the sole intention of donating it to Cootamundra Can Assist. The picture depicts the journey a family takes when a family member is diagnosed with cancer.

- *Cootamundra Herald*

Gallery



Right: The Riverina Finch Society presenting Wagga Wagga branch president Donna Cavanagh with a cheque



Above: The 13 members of Can Assist Manning Valley branch at the Black Tie Charity Ball held in August.

Below: Janine Stephen and MC Rhonda Burchmore; One of the popular auction items at the Black Tie Ball.

