

Red All Over

sids and **kids**

The corporate newsletter of

ACT, HUNTER & NSW

Issue 1/2010

Throw your support behind Red Nose Day

RED Nose Day 2010 is just around the corner and we're asking everyone to *Do it in Red* for Red Nose Day this June.

SIDS and Kids offices in the ACT, Hunter and NSW are gearing up to sell more than 36,000 soft toys, 60,000 pens, 24,000 bracelets and too many red noses to count.

We need thousands of volunteers and businesses to *Do it in Red* by organising a fundraising event or selling Red Nose Day products in June. Funds raised in your area help us support and educate local families.

With a new soft toy, the theme for this year's Red Nose Day campaign is based on a family of colourful and friendly dinosaurs. For the first time we are also including donation cards with our lapel pins so you can make a donation of either \$5, \$10 or \$20 and use the card to claim against your annual tax return.

See page three to organise a Red Nose Day fundraising event in your office, school or community group. Or to order your Red Nose Day products complete the order form on the back page and return it to SIDS and Kids.

You can also *Do it in Red* for Red Nose Day at work by simply removing the poster on pages 6 and 7 and display it in a prominent place in your workplace.



We need thousands of volunteers and businesses to *Do it in Red* by organising a fundraising event or selling Red Nose Day products in June.

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Show your support for Red Nose Day

Red Nose Day poster for your office



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Order your Red Nose Day product



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More mobile than ever, thanks to Kia

SIDS and Kids ACT, Hunter and NSW have entered 2010 with much excitement as KIA Motors welcomes us into their ambassador program.

In 2010, KIA is generously providing KIA Soul vehicles to all three offices to help our teams run our programs, services and outreach.

ACT's chief executive officer, Karen Faichney, says: "through our research we understand that parents who have experienced the unimaginable loss of their baby or young child are best supported in a comfortable and familiar environment.

"The generous provision of these six cars from KIA will enable counsellors and education staff from SIDS and Kids ACT, Hunter and NSW to more effectively support bereaved parents in their homes.

"It also allows us to provide further education to individuals, community groups, health and other professionals in their own communities," Karen said. This relationship with KIA would not have been possible without the valuable support of Jo Struck, a bereaved parent and SIDS and Kids NSW supporter. Thank you to Jo and everyone at KIA Motors for your generous support.



SIDS and Kids counsellors and educators will soon be getting around in sporty new Kia Soul cars, thanks to the generous support of Kia Motors.

Diary dates

ACT region

May 13: *Volunteers Morning Tea*

June 17: *Official opening of Journeys art exhibition*

June 18-27: *Journeys art exhibition at Pialligo Plant Farm*

July 23: *Trivia Night at Rydges Lakeside*

Hunter region

September 11: *Rhapsody in Red Masquerade Ball*

NSW region

June 25: *Splash of Red Ball, New Doltone House, Darling Island Wharf, Pyrmont*

Red Nose Day — Friday, June 25

Do it in Red for SIDS and Kids ACT, Hunter and NSW



The SIDS and Kids ACT team — Mandy Cox, Janine Brissett, Fiona Vanderhook, Marnie Barton, Karen Faichney, Maggie Salmon-Room, Michaela Jessop, Catherine Cotter and (in front) Lucinda Cotter — had a “Wear Something Red” morning tea to promote Red Nose Day.

Having an event? Do it in red for Red Nose Day

SUPPORT from corporate companies, individuals, schools, community groups and retailers really makes a big difference and there are many ways that you can get involved.

For more than 20 years we’ve asked you to buy a red nose to show your support for Red Nose Day, but did you know there are plenty of other ways that you can *Do it in Red* to make a difference.

Do it in Red with your family and friends

- Host a dinner party: Pick a meal from your favourite cooking show or book and invite your friends over. Ask them to donate what they would pay for the meal in a restaurant;
- Complete that fitness challenge in June that you’ve been putting off and ask everyone to support

you by donating to Red Nose Day;

- Volunteer your time: Get together and help out on Red Nose Day; and
- Wear red on Red Nose Day and don’t forget your red nose.

Do it in Red at work

- Encourage staff to wear red on Red Nose Day and make a donation;
- Have a baby guessing competition running throughout June: Staff bring in baby photos and everyone has to guess who’s who. You can charge staff five dollars to enter;
- Host a lunch or morning tea for staff and collect donations; or
- Ask your boss or CEO to match the money you raise.

Do it in Red at school

- Hold a red ‘muffin day’ on Red Nose Day and ask students to donate a gold coin;
- Fill a jar with red lollies and ask students and teachers to donate a coin to guess how many lollies are in there; or
- Set up an online fundraising page and tell parents about it in your school newsletter. Have a competition with other local schools to see who can raise the most money.

To register your Red Nose Day event visit www.doitinred.com.au, call 1300 1 RED NOSE or complete and return the registration form on the back page of this newsletter.

We’ll send you posters, invitations and everything you need to make your event a success.

NATIONAL VOLUNTEER WEEK — MAY 10 TO 16

The team at SIDS and Kids ACT, Hunter and NSW would like to send a big “thank you” to all our volunteers. Your support and generosity help make the work we do possible.

Online fundraising makes it even easier to **Do it in Red** for Red Nose Day

AN online fundraising page makes collecting donations for Red Nose Day so simple.

You can personalise your page with a photo or video and a short story about why you are raising funds and what you plan to do.

The advantages of raising funds online are:

- A tax-deductible receipt is automatically sent to every donor which encourages more and bigger donations than you might otherwise expect;
- Family and friends who are interstate or overseas can still make donations and show you their support;
- An automatic message is sent to you every time a donation is made; and
- All the funds you raise are credited to your event but you don't have to handle any money as all donations are paid directly to SIDS and Kids NSW.

Setting up your event online is really easy. Visit www.sidsandkids.org/nsw and click on the 'Everyday Fundraising' button.

“We all know that a new mum's worst fear is to lose a baby to SIDS. I have everything I need for our baby and a large group of friends that wanted to celebrate our impending birth. So I had an idea that my baby shower could be a fundraiser for SIDS and Kids NSW — a coffee and desert night under the stars. It was a great night and we raised \$440 including \$100 by creating our own online fundraising webpage.”

— Tanya, Condobolin

Bereaved parents represented at PSANZ conference

by Ros Richardson

GREETINGS to readers from windy Wellington, New Zealand, the venue for the 14th annual congress of the Perinatal Society Of Australia And New Zealand (PSANZ).

PSANZ is a multidisciplinary society dedicated to improving the health and long term outcomes for mothers and their babies. The term *perinatal* is derived from the Greek term "peri-" meaning "around or about" and "natal" from the Latin term "natus" meaning "born" or birth. PSANZ encompasses and strongly encourages research focussed on mothers and babies during pregnancy and at birth as well as the health of the newborn as its development continues after birth. More than 80 per cent of the bereaved families that SIDS and Kids organisations work with have experienced the death of their baby in the perinatal period — including stillbirth and neonatal death.

PSANZ includes scientists, obstetricians, midwives, neonatologists, neonatal nurses, epidemiologists, surgeons, therapists and a variety of our professionals focussed on perinatal medicine. The society embraces the full scope of activity in this specialty, from basic science through to clinical practise and offers professional, political, administrative and educational advice. SIDS and Kids organisations participate in the PSANZ congress every year, bringing the voices of bereaved parents to the attention of others working in the perinatal area, presenting information about our work and services and educating and collaborating with others in the industry about how we can better work together to improve outcomes for families.

The theme for this year's congress was *specialties working together to ensure optimal long-term outcomes*. There was particular focus on the multidisciplinary nature of perinatal care and the manner in which early influences can have implications for long-term outcomes. There were more than 600 registrants and 10 countries in total represented.

This is the first time our congress has been held in Wellington, the cultural centre and the capital of New Zealand, renowned for its galleries, museums, restaurants and shopping, all of which

were within walking distance of the Wellington Convention Centre.

The congress chairs welcomed all those providing clinical care and research expertise in the many specialities contributing to perinatal care, continuing the congress tradition of being the most influential gathering place for colleagues within Australasia and beyond to join together to share scientific and clinical knowledge with the common goal of improving perinatal care.

Keynote presentations covered a wide range of topics including an overview of perinatal care in New Zealand, the role and function of the placenta, strategies and conditions for optimum birth, perinatal outcomes, maternal and infant health during pregnancy. Concurrent congress streams covered areas including Interuterine growth restriction (often associated with preterm birth and stillbirth), nutrition in pregnancy, pre-term birth and abnormalities, substance abuse and preterm birth. The Perinatal Mortality sessions included papers that discussed the known potentially modifiable risk factors for stillbirth — maternal age, obesity and smoking. SIDS and Kids participated in an educational session attended by obstetricians, midwives and allied professionals, designed to encourage the uptake and implementation of the PSANZ Clinical Practice Guidelines (CPGs). The guidelines cover the best practice care and management of families who experience the death of their baby in the perinatal period.

It is costly and draining on our staff and resources to take staff out of circulation to attend events such as the PSANZ Congress. And yet our attendance and participation is vital to ensure that the voices of bereaved parents are heard and to work alongside researchers and clinicians to develop policies and promote research in this important area. Funds raised through the range of SIDS and Kids fundraising events such as those featured in this newsletter support our efforts to participate in the PSANZ Congress.

A copy of the full PSANZ Congress report will be available at the end of May. Please contact me at rosr@sidsandkidsnsw.org if you would like to receive a copy.

Splash of Red

THE Splash of Red Foundation was set up to raise awareness in the community of the tragic effects that Sudden Unexplained Death in Childhood (SUDC) and Sudden Infant Death Syndrome (SIDS) has on families.

Committee members at the Splash of Red Foundation have been busy organising events for 2010 and here at SIDS and Kids NSW we are very grateful to be one of their major beneficiaries.

Corporate Charity Bowls Day

On Friday, March 19, more than 60 people showed their support by participating in the Splash of Red Corporate Charity Bowls Day at Taren Point Bowling and Recreational Club. Lots of funds were raised and a great day was had by all.

Splash of Red Ball 2010

This annual event is a wonderful opportunity to get together and celebrate our achievements and raise money to support and educate more families.

Tickets to the event include a night of live entertainment, a three-course dinner and drinks.

The Splash of Red Ball will be held on Friday, June 25, from 7pm to midnight at the New Doltone House, Darling Island Wharf, Pyrmont. Tickets are \$140 per person (table of 10) and ticket numbers are strictly limited.

For more information or to book your tickets for the Splash of Red Ball, visit www.asplashofredball.com

Thank you to our volunteers

WITH National Volunteer Week from May 10 to 16, we'd like to take this opportunity to thank all of our amazing volunteers who give so valuably of their time.

From our telephone parent supporters, to those who help out in our offices and the hundreds of volunteers who hit the streets on Red Nose Day we simply couldn't do it without you.



Your child could be this year's face of Red Nose Day in NSW? Find out at *alex&marc* in Castle Towers.

Do you know the face of Red Nose Day 2010?

SIDS and Kids NSW and *alex&marc* in Castle Towers are teaming up this year to find a child to be the face of 'Red Nose Day 2010' in NSW.

Not only will the winning child be the NSW face of Red Nose Day in 2010 but they also win exciting photographic opportunities, \$1,250 worth of *alex&marc* products and a Red Nose Day Gift Bag.

Even better, everyone who enters their child in the competition will be supporting SIDS and Kids NSW with

alex&marc generously donating all entry proceeds to help us support and educate more families.

If you think your child has what it takes to be the NSW face of Red Nose Day 2010, simply visit *alex&marc* at Castle Towers in Castle Hill or visit www.alexandmarc.com.au to enter.

Visit www.sidsandkids.org/nsw for more ways that you can show your support.

give your child the chance to be the face of the 2010 *alex&marc*

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NEW SOUTH WALES

Guests had a ball at gala fundraiser

LAST year, the SIDS and Kids ACT team began preparations to hold their greatest gala charity ball ever in the Canberra region — *A Night at the Circus*.

And what a night it was. With over 120 guests and a fantastic entertainment line-up, the ball proved to be a huge success.

A Night at the Circus could not have happened without the ongoing support of our sponsors and volunteers.

The SIDS and Kids team is, once again, so thankful for the generosity demonstrated by those who donated their time, money and products to ensure the ball ran smoothly and was a fun-filled evening for all. It was a fantastic effort all round.

The evening line up included guest speaker Lyndall, a SIDS and Kids ACT member, music performances by local band *Hit Parade* and pianist Stuart Warner, raffles and auctions with terrific prizes and a fabulous display of circus acts performed by Highwire Events to entertain all.

The night was a huge success, raising nearly \$20, 000 with all proceeds going to



Sponsors Kylie and Jason Maxwell at the *A Night at the Circus* gala ball.

save babies lives and support local families within the ACT and surrounding regions. SIDS and Kids ACT thanks you for a wonderful evening and we look forward to seeing you all again next year.

Thanks to our ball sponsors

- Queanbeyan Leagues Club
- Maxwell and Co Real Estate
- ActewAGL
- Queanbeyan City Council
- Country Energy
- Bendigo Bank

VOLUNTEER UPDATE

Morning tea — May 13

National Volunteer's week will be held in the month of May this year. To say thanks to all of our fantastic volunteers we are holding a morning tea on May 13 at the Forrest Motor Inn. For those of you who may not have received an invitation please call the office to let Marnie know if you are able to make it as we would love to see you there.

Red Nose Day Launch Art Exhibition — June 17

This year to launch Red Nose Day we will be holding an Art Exhibition at Gallery 12 in Pialligo and we require helpers for the evening from 5.30pm–7.30pm. If you are available for this date and times we would love to hear from you.

Red Nose Day — June 25

I know we say this every year, but Red Nose Day will soon be upon us and we once again seek the help of as many volunteers as possible to help out on our Red Nose Day stalls. We would love to hear from any one who is in a position to help out on Thursday and Friday, June 24 and 25.

Wine, dine, have a great time and help raise much needed funds

TWO fundraising dinners to support SIDS and Kids ACT are currently being organised by volunteers. The first event is a wine dinner being organised by Canberra Institute of Technology Public Relations student, Bridget Cocker.

Bridget's dinner will be held on Tuesday, May 18 at The Hermitage. This event will consist of a three-course meal comprised of signature dishes served at The Hermitage. The meals will be accompanied by red, white and dessert wine donated by Canberra district vineyards including McKeller Ridge Wines, Jeir Creek Wines and Affleck Vineyard. There will be live entertainment by a string trio and a short presentation on Canberra district wineries, in particular McKeller Ridge Wines, by Brian Johnston.

Tickets are \$100 per head and every booking will receive a complimentary book by Brian Johnston, entitled *Wine of the Canberra District – Undiscovered Treasures*. Places are limited. For further information or to make a reservation, send an email to blisswithoutignorance@gmail.com

Bright Horizons

The second event – called Bright Horizons – is being organised by bereaved parents Renee Rodda and Wayne Alger. The Bright Horizons fundraising dinner will be held at Ellacure Restaurant, Bruce, on Monday, June 21. The evening will consist of a degustation meal with matching wines, charity aided auctions and entertainment throughout the night in an intimate and relaxed setting. The meals for the event are to be a

mystery until the night. All staff have kindly donated their time, with all funds raised from the event going to support the much valued ongoing efforts of SIDS and Kids ACT.

Tickets for Bright Horizons are \$180 per head. For more information or to book your place please contact bright.horizons.act@gmail.com

TRIVIA NIGHT

A FUNDRAISING trivia night will be held on Friday, July 23 at Rydges Lakeside. There will be raffles, auctions and challenging trivia questions.

Full details will be available a little closer to the date. Call Marnie or Trudy on 6287 4255 to book your table or for more information.

Successful golf day raises over \$53,000

THE seventh ProStyle SIDS and Kids ACT annual golf day was, yet again, a resounding success raising more than \$53,000 for the local organisation.

The event has become so popular with local golfers that naming-rights sponsor, David Fogg from ProStyle Building Group (who usually fills in for any team short of a player), was unable to get a hit and was relegated to running the nearest-the-pin competition on the fourth hole.

The golf day, which was held at the Murrumbidgee Country Club in Kambah on April 22, was organised by the Asher and Riddle families as a tribute to their son and grandson, Jackson.

In September 2003 Richard and Toni Asher lost their third son, Jackson, to SIDS at the age of 15 months. They and their respective families decided that they would start a golf day to raise funds for SIDS and Kids ACT. The family had three main motivators in the beginning – the lack of support



The Handyman's Trading Post team enjoyed the fantastic weather for this year's ProStyle SIDS and Kids ACT golf day.

available for bereaved siblings when Jackson died, the fact that current SIDS and Kids office space is not appropriate for children and the difficulty they had accepting the word "undetermined" next to "cause of death" on Jackson's death certificate.

Through their involvement, and supported by the funds raised from the golf day, SIDS and Kids ACT now provide services for bereaved siblings and they will be moving to more "child friendly" premises this year. Last November, SIDS and Kids ACT's chief

executive officer, Karen Faichney, was invited to speak at both the Asia Pacific Coroners and Pathologists meetings to highlight the need to change the terminology used. This has led to an Australasian workshop, to take place in Auckland in November this year, to attempt to reach a consensus on a new classification index.

This story illustrates, how with enough passion and tenacity, great things are possible.

According to Karen, the ProStyle SIDS and Kids Golf

Day continues to be one of the most successful fundraising events for SIDS and Kds ACT and in the aftermath of the global financial crisis the golf day was our only event unaffected in terms of achieving its fundraising target.

"The golf day has had an enormously positive impact on the range of services we can now offer the Canberra community.

"The secret of its success is a combination of the passion and commitment of the families involved and the ongoing support of our sponsors.

According to Richard Asher, the success of the golf day would not have been possible without the help of major sponsors David Fogg and Craig McGovern from the ProStyle Building Group, all those who donated prizes, the many volunteers who made the day run smoothly and all the participants.

Plans are already underway for the 2011 golf day, which will be held next April at the Murrumbidgee Country Club.

Art exhibition to highlight the work of SIDS and Kids ACT

ON June 17, SIDS and Kids ACT will be launching a unique and exciting art exhibition to promote awareness for Red Nose Day and SIDS and Kids ACT.

Journeys — An Exhibition of Works by Bereaved Parents, will display the works of six regional artists — Deborah Fiori, Bernadette Maurer, Dionne Bond, Georgina Perri, Debra Boyd-Goggin and Sebastian Perri — all of whom, through their artwork, have journeyed through the grieving process following the death of a child.

The exhibition will showcase a range of different artworks portraying the artists' journeys through the use of ceramics, jewellery, painting and



SIDS and Kids ACT's *Journeys — An Exhibition of Works by Bereaved Parents*, will include photography, jewellery and ceramics.

photography. Each bereavement journey is as individual as the people living through it.

Through the support offered by SIDS and Kids ACT, parents are able to learn ways of coping through their bereavement journey so that they may continue to live full and productive lives.

Journeys will run over 11 days, from June 17 to June 27 at Gallery 12 at the Pialligo Plant Farm, Beltana Road, Pialligo.

The exhibition will illustrate the role SIDS and Kids ACT plays in the community and will promote further awareness for Red Nose Day 2010.

If you would like to become involved in our first art exhibition through sponsorship, please call Trudy on 6287 4255.

SIDS and Kids Red Nose Day Raffle

Win a red KIA Rio 5-door hatch valued at over \$17,000!
See sidsandkids.org/nsw for prize & competition details

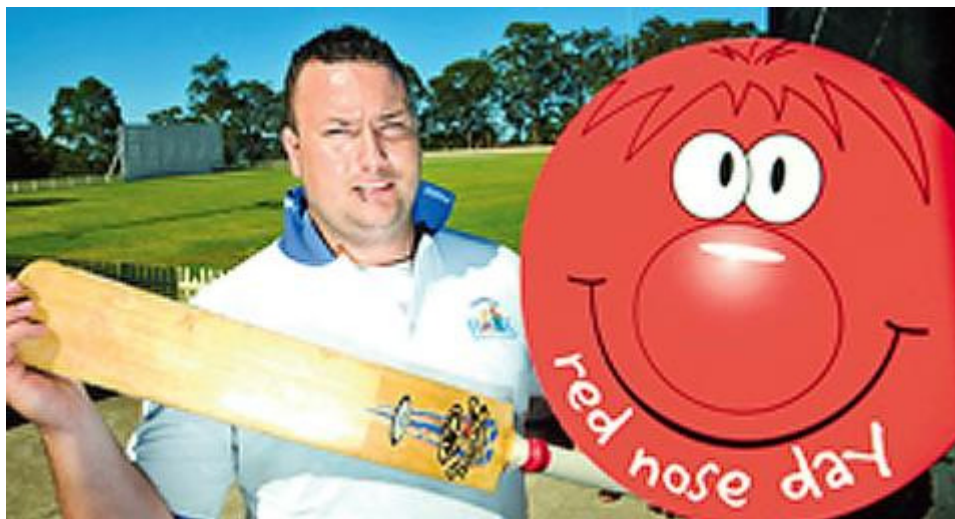
- 2010 Kia S 1.8i
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To order your tickets, call

\$2 tickets **1300 139 805**

or visit www.sidsandkids.org/nsw

sids and **kids**
ACT, HUNTER and NSW



Thornton Park A-grade cricketer, Chad Thornton, hosted a fundraising Twenty20 against the club's first grade team to show their support for SIDS and Kids Hunter Region. (Photo courtesy Maitland Mercury).

Cricketers pad up for charity

THERE was an all-important question answered for Thornton Park on the weekend when the club's first and A-grade teams met for a Twenty20 clash.

But beyond the jibes and the friendly banter about which team was best following the day's result, there was something even more important at stake – raising money for SIDS and Kids Hunter Region.

And, it is a cause close to the heart of Thornton A-grader, Chad Ryan.

Ryan, 24, and his wife Belinda lost their first daughter Lilliana suddenly and unexpectedly at three-and-a-half months of age.

Two years on and the pain remains for the Thornton couple, but the gala

day provided them with the opportunity to raise much-needed funds for the organisation that helped them in their time of need.

"We wanted to try to raise as much money as we could, so no one has to go through what we've had to go through," Ryan said.

A barbecue lunch and refreshments were available for sale, an auction, a raffle and face painting was available for the kids.

"It was a great day," Ryan said.

"Overall the day raised over \$5,000 which helps a great cause ... because all the support we have received (from SIDS and Kids Hunter Region) has been unreal."

SIDS and Kids Hunter region's

Rhapsody in Red Masquerade Ball

Saturday, September 11 — Full details and tickets available after June



Beating the boardroom boredom at a big breakfast

HUNTER business people were urged to put the boardroom on hold and get down to the Merewether Surf Lifesaving Club on Thursday, March 11, to breakfast with champions at the inaugural Hunter Business Boardrider's breakfast.

Four-time world champion Mark Richards and three-time world championship tour winner Matt Hoy was joined by surf author Sean Doherty and SurfAid International's communication director Kirk Wilcox to recount a few yarns and raise money for SIDS and Kids Hunter Region and SurfAid International.

Sunny Garcia also made a special guest appearance, which delighted all those who attended.

The sold out event hosted more than 120 people, who all dug deep for the worthy causes. A print of Merewether from Newcastle's widely-respected artist, John Earle, a surfboard designed by MR and the surfing trip of a lifetime to the uncrowded, warm water paradise that is Western Samoa were fantastic prizes to the enthusiastic bidders.



Celebrity surfer sunny Garcia dropped into the inaugural Hunter Business Boardrider's Breakfast in March to raise funds for SIDS and Kids Hunter Region and SurfAid International.

The event raised a fantastic \$5,044.80. This was split between SIDS and Kids Hunter Region and Surf Aid International. Both organisations received \$2,522.40 each. The Hunter Business Boardriders Breakfast was supported by National Australia Bank, Shaw Gidley Insolvency Reconstruction, Coastalwatch and *Surfing World*

magazine and is one of the official events supported by the Burton Toyota Surfest.

SIDS and Kids Hunter Region would like to thank all the sponsors involved and especially Scott Newtown, who liaised with us for this event. Plans are in progress to make next year's event bigger and better.

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