



Bendigo Health Fundraising & Foundation Annual Report -Overview 2019-2020





Bendigo Health Fundraising & Foundation fund specialised medical equipment and services so more people in our region are treated closer to home and their loved ones.

During 2019-20 financial year the Fundraising & Foundation team raised \$1,367,948 for specialised equipment and services at Bendigo Health. This fundraising total represents a 22% increase on the prior financial year.

It is with thanks to the generosity of our community that we have been able to fund specialised equipment, provide low-cost accommodation, support new and existing programs and assist in the delivery of many other essential services for an improved patient experience.

✓ Highlights

We purchased \$402,823 in specialised equipment and proudly contributed to the technological advancement of our regional hospital.

The Men's Health Urology Prostate Cancer Project resulted in enormous community support and the purchase of the transperineal biopsy machine and this year we purchased an additional probe for the machine which improved efficiency and targeting of radiotherapy for prostate cancer treatment. We thank all involved and acknowledge the significant contributions by Lion's International, Horizon Committee, Prostate Cancer Support Group and Freemason's towards this new service, now available at Bendigo Health.

Participation in Dry July and support from the community has led to the appointment of a dedicated

Wellness Coordinator for the Cancer Centre, which is oncology nurse Jenna Sing.

The role was created to focus on cancer patients' all-round wellbeing, particularly their mental health. Cancer patients will now benefit from tailored wellness services such as oncology massage, yoga, meditation and greater connectivity to existing services.



The inaugural Motopostie GP for a Cause raised an incredible \$110,000 and the Girls Night In raised \$15,000 towards our local cancer wellness services.

This year, we officially launched our Music & Arts Project - a unique collaboration with Ulumbarra Foundation that provides therapeutic musical performances and art for patients. This program is made possible by the many talented volunteers who donate their time and expertise at Bendigo Health.



We thanked the hundreds of volunteers and supporters as we farewelled the long-standing Bendigo Bank Fun Run due to increased costs associated with the introduction of new counter-terrorism regulations.

Our efforts and sponsors transitioned to the 2019 Christmas Appeal which was proudly supported by the Bendigo Bank and raised a record \$110,000 for specialised audiology equipment. The total included a \$40,000 grant awarded by Collier Charitable Fund and \$15,000 from the Bendigo Christmas Concert held at the Bendigo Stadium that was enjoyed by almost 2000 patrons.

We continue to provide thousands of items of clothing and underwear through our Emergency Patient Clothing Program and support many other important initiatives, such as the Books for Babies program which supplies of over 1800 books each year to all newborns. Our pet therapy program has grown to include five friendly dogs that offer additional comfort to patients and their families during times of need.

Our patient accommodation located in Nolan, Lucan and Napier Streets delivered almost 5000 nights of low-cost patient accommodation and has supported our regional patients and their families who often travel over 100kms for treatment.

We officially launched our Volunteer Patient Transport Bus and hosted our first Be Inspired networking breakfast to engage the local business community and celebrated our valued supporters



at a special Thank You luncheon which acknowledged the significant impact fundraising and philanthropy has on the lives of our patients, medical staff and our community.

Gifts in Wills represented approximately 20% of fundraising income in 2019-2020 and we have committed to a greater focus in sharing the wonderful stories and impacts of these legacy gifts with a view to normalising these conversations and encouraging Gifts in Wills.

We were extremely grateful for the \$200,000 bequest from The Estate of The Late William 'Frank' Read which will be dedicated to improving cardiac services with new specialist telemetry heart monitoring equipment to be installed. We also acknowledge the funds received from The Estate of the Late Mr William and George Sunderland.

Impact of COVID-19

From March 2020, COVID-19 impacted many fundraising initiatives scheduled which requiring us to quickly adapt our fundraising efforts.

The 2020 Japan Trek had commenced raising funds for Mental Health and while this fundraising challenge was unable to proceed due to travel restrictions, over \$56,000 in funds raised by participants was allocated to the purchase of exercise equipment to support our mental health patients to undertake regular exercise, which is proven to have significant benefits as a treatment for mental illness.

We had established the Great Outdoors Raffle as a new fundraiser with \$25,000 worth of prizes donated thanks to major sponsor BLS Financial. We were granted an extension for the draw from April to October to allow us to transfer our focus to online ticket sales.

Give Me 5 for Kids campaign raised \$71,650.61 in June 2019 for children's services in our region. Unfortunately, in June 2020 the campaign was unable to go ahead due to COVID-19.



Our wonderful Auxiliaries along with many other community fundraising activities ceased. Despite these challenges, the Fundraising & Foundation team implemented a new End of Financial Year Appeal, established a Gifts in Wills strategy and stayed in touch with our loyal network of supporters.



Special thanks to our supporters

The support of our community through fundraising, donations, events, appeals, volunteering, Gifts in Wills and workplace giving has helped us raise vital funds for our hospital.

A \$25,000 donation from the Pethard Tarax Charitable Trust allowed us to contribute to the construction of new Visitor Pods for our residential care facilities to help residents and their loved stay connected.

Bendigo Health Fundraising & Foundation Manager, Rachel Mason said: “It has been an absolute privilege to work with the Frontline Response Team and facilitate the many donations and acts of kindness from our community such as the distribution of Fresh Fruit to staff, which was generously donated by Empowering Eaglehawk over a 6 month period.”

“Special thanks to Fosterville Gold Mine for supporting the purchase of specialised equipment for the intensive care unit, the special care nursery and the new treatment chairs for renal dialysis services during this challenging time.”

We gratefully acknowledge the dedication of our wonderful supporters, comprising of generous individuals, sponsors, community groups, charitable organisations, volunteers and our Auxiliaries, along with our helpful staff that support our fundraising efforts throughout Bendigo Health.

We also thank the members of the Bendigo Health Fundraising Advisory Board and Bendigo Health Foundation Charitable Trustees for their continued support and commitment.

Our Platinum Sponsors Bendigo Bank, Exemplar and Bendigo Toyota continue to underpin all our fundraising endeavours.



Our future focus

- We will continue to deliver our agreed priorities outlined in the 2019-2021 Fundraising Strategic Plan and support the strategic priorities of Bendigo Health.
- We're committed to working with Dry July and encouraging community participation for the health benefits and to raise funds for Cancer Wellness Services.
- We plan to launch our first virtual fitness challenge to continue to raise funds for our Mental Health services.
- We will expand our technology capability and increase our fundraising functionality online.

The Fundraising & Foundation Department proudly adheres to the Fundraising Institute of Australia Code for best-practice fundraising.

For further information or to talk to our team

 bhfoundation@bendigohealth.org.au

 www.bendigohealthfoundation.org.au