



2017 NEWSLETTER 1



Welcome to our revamped newsletter! We are excited to bring you our Ladybird updates throughout the year in a redesigned and fresh format.

We have had a busy half of the year, with our major event the **Tour De Gracetown** fast approaching. The 28th of October will see hundreds of riders once again undertake the Tour De Gracetown cycle to raise vital funds for charity research in Western Australia. With the ride now in its twelfth year, the Ladybird Foundation is delighted to be the sole charity beneficiary of the event, and we are extremely grateful and excited to be involved in such a rewarding event.

We have also seen a number of our generous volunteers and donors undertake several different fundraising activities, which include the walking of the Kokoda trail, a solo Rottneest channel swim and garage sales. Our amazing volunteers continue to inspire us with their stories and hard work and we love being able to share their incredible work with you all.

There have also been updates on our fundraising project the **ROLLIS trial**, which is an important multi-disciplinary, collaborative breast cancer clinical trial in Western Australia.

The Ladybird Foundation would like to sincerely thank Greenwich & Co for providing excellent pro bono audit services in 2016 and 2017. We are extremely grateful for their services.

To keep updated on news about the Tour De Gracetown, fundraising events or any Ladybird news, we will be utilizing our Facebook and Instagram pages more frequently over the coming months. If you have not already seen these pages, here is where you can find us.

Facebook- search 'Ladybird Foundation'
Instagram- search 'ladybirdfoundwa' on the mobile app.

Love the Ladybird Team

TOUR DE GRACETOWN

28TH OCTOBER 2017 FUNDRAISING EVENT

Do you know any cyclists or runners? Following our successful involvement in 2016, The Ladybird Foundation is delighted to be the sole charity beneficiary of the 2017 Tour de Gracetown. This will be our major fundraising event in 2017. Now in its twelfth year, this iconic South West social community bike ride will be held on Saturday 28th October and has a new major sponsor: Rotary Club of Belmont, as well as other long-time supporting sponsors including Reid's Meats and The Good Grocer.

In addition, a Running event is planned to take place through the picturesque township of Gracetown on Sunday 29th October, as a companion event to the bike ride. As a result of event proceeds and individual participant fundraising events, last year's ride raised almost \$20,000 for The Ladybird Foundation.

Whilst there is no compulsory fundraising component for registration in The Tour de Gracetown event, we invite participating cyclists in 2017 to enhance the benefits of their cycling efforts by undertaking some very modest fundraising for The Ladybird Foundation via a link on the event registration page. Find more information at www.tourdegracetown.com.au

We are extremely grateful for all volunteers, fundraising efforts, donors and all businesses involved in this event and cannot wait to see what the 2017 event will bring for our foundation and for breast and gynaecologic cancer research in Western Australia.



PROJECT UPDATE- THE ROLLIS TRIAL

The Ladybird Foundation is currently undertaking its initial fundraising project, the ROLLIS Trial.

The ROLLIS trial compares the use of low dose radioactive seeds to the standard technique, to guide the localisation of impalpable breast cancer in women undergoing breast-conserving surgery.

This technique has shown great promise with studies already carried out in USA and Europe suggesting it will significantly reduce the number of women who need more than one operation to ensure all cancer is removed. This is compared to the traditional hook-wire technique, where almost one in three women need more than one breast cancer operation.

Further funds are urgently required to enable completion of this very important large multi-centre, multi-disciplinary, collaborative breast cancer clinical trial in Western Australia. So far, The Ladybird Foundation has raised and granted \$110,000 to the ROLLIS Trial, allowing continued enrolment of local Western Australian participants.

The ROLLIS Trial has so far enrolled over 533 participants out of the total required number of 650 and is on target to finish patient enrolments by the end of 2017. We have set a 2017 fundraising goal of \$50,000 that will enable completion of the ROLLIS Trial by June 2018.

Find more information about the ROLLIS Trial at www.ladybirdfoundation.org.au

FUNDRAISING EVENT- Steven's Kokoda Trek: 'Inspiration during Adversity'

In November 2016, Steven Hendry achieved a long-held personal challenge to walk the Kokoda Trail, following in the footsteps of the ANZAC troops and their local Fuzzy-Wuzzy Angel guides during World War 2.

Steven overcame illness early in the walk to accomplish this feat, raising \$12,000 for The Ladybird Foundation in the process. He was supported in his endeavour by his young family at home and his two mates who accompanied him, as well as by the many people who donated generously to his Everyday Hero Supporter page set up for the challenge.

Steven commented on his effort: "While physically hard, the mental challenge was greater. Having another cause (The Ladybird Foundation) to drive through the tough times made it easier".



FUNDRAISING UPDATE- Rosemary's 2017 Solo Rottnest Channel Swim – “Mission Accomplished”

On 25th February, Dr Rosemary O'Halloran (Quinlivan) successfully undertook her Solo crossing in the 2017 Rottnest Channel Swim, overcoming particularly difficult conditions for swimmers, on a day that saw many forced to withdraw without finishing the 19.7km course.

Thanks to the wonderful generosity of Rosemary, her family, friends and patients, her inspirational effort raised \$9,030 for The Ladybird Foundation. Rosemary described her experience as “Mission accomplished: a great journey but not possible without the amazing assistance of our team”: Dr Tony Tropiano (support boat Skipper and photographer), Brendan Reed (Paddler), Anne Phelan (Timing and Feeding), Louise Allan (O'Halloran) (sunscreen and beach Start), Pam Hendry (beach at Finish), and Carolyn McCleery (Rottnest).



FUNDRAISING UPDATE- Garage sales

The Ladybird Foundation occasionally receives donations from people we don't already know! This is particularly appreciated as it is a demonstration of wider community support and a vote of confidence in the integrity of our tiny charity.

Our thanks go to a local Retiree couple and their friends who collect and sell items at garage sales or online, donating the proceeds to cancer research charities. Their combined efforts in recent months have resulted in donations to The Ladybird Foundation totaling \$14,000.

INDIVIDUAL FUNDRAISING- You can make a difference!

We are extremely grateful for all donations of any amount in support of the personal efforts of our friends, relatives and community members! No amount is too small while all donations over \$2 are tax deductible.

YOU can make a real difference by undertaking a personal “challenge”, great or small, utilising the “peer-to-peer” fundraising platform provided by Everyday Hero, our online donation agent. The Ladybird Foundation is an eligible charity for well-known events such as the HBF Run for a Reason, City to Surf Run and the Rottnest Channel Swim, that utilise this fundraising platform whereby individuals can raise funds for a charity of their own choosing. We invite you to visit our website for other less physically-demanding ideas and more information at

www.ladybirdfoundation.org.au/fundraising.