

Giving the gift of MOBILITY to Tasmanian Children

Volume 1, Issue 1

PROJECT M 2002

Cerebral Palsy Tasmania
Mission News



GIVING THE GIFT OF MOBILITY

This year's Mission for Cerebral Palsy Tasmania's major fundraising event -

Project M 2002

is to give the gift of mobility to Tasmanian children. In this it's third year, Project M needs to generate \$100,000 for Cerebral Palsy Tasmania to continue its work with the 'Kids on the Move' project throughout the state.



This year's concept is bigger and more top secret than ever! We are giving you a sneak preview into the event this year to invite you to continue your involvement in this statewide event.

April 6th - 12th 2002

will bring the Tasmanian Community together to support children who dream of the most precious gift to them - mobility and independence.

The Kids on the Move project has made these dreams a reality for many Tasmanian children however we still have more work ahead.

PROJECT M 2002

Sunday 7th April -
10.00am - 10.30pm
Telethon hosted by Southern Cross Television and Telstra

Sat 6th - Fri 12th April -
RSL Burnie to Hobart Walk-a-thon

Fri 12th April -
Project M 2002 Dinner

TOP SECRET MISSION

Giving the gift of Mobility to Tasmanian Children

Project M 2002 is set for April and we need you to assist us in reaching our Mission of \$100,000.

Details are as follows and are to be kept secret until further notice:

Sunday April 7th

Southern Cross Television & Telstra Telethon - (Hotel Grand Chancellor)

April 6th - 12th

RSL Burnie to Hobart Walk-a-thon

April 12th

Mission Dinner - Meadowbank Estate
(Please place this date in your diary)

PROJECT M 2001

- Gave 8 children the gift of movement with new Hart Walkers.
- Provided a service in Tasmania that was in the past only available in Sydney.
- Funded a physiotherapist and Orthotist to fit and service Hart Walkers.
- Funding for Gait Analysis, Alternative Therapies and Botox treatment.

Your contribution will make a difference.

Project M is as much about getting the community involved as it is raising the much-needed funds to support people with Cerebral Palsy.

Corporate involvement is vital in ensuring the success of our major fundraising event and your contribution will make a difference to so many Tasmanian children.

Funds raised through the week long campaign will help children just like Aaron (above) realise their dreams of being independent. We look forward to working with our wonderfully generous sponsors who for the past three years have made the event so successful.

Matthew Sealy
General Manager.

Master Xin-De Wang
Jin-Gang Dhyana Inc
418 Churchill Avenue
SANDY BAY 7005



Dear Master Wang,

Last year your organisation made a generous donation to Project M that greatly assisted us to reach our target of \$100,000. This year Project M 2002 will be about giving the gift of 'Mobility' to Tasmanian children.

As an ongoing supporter of Cerebral Palsy I would like to present the new format of Project M in 2002. Thank you for discussing the Project with me, we would be delighted to invite you to be involved again as a major supporter of the event.

This year's concept is bigger and more top secret than ever, giving sponsors more opportunity for involvement and greater exposure. The community will find it hard to miss the 'community giving' nature of the sponsors with the new format and we are looking forward to evolving the event from the success in previous years.

We have discussed the following concept with SCTV who have agreed to this format. Hosting a Project M telethon throughout the state on Sunday April 7th. The project will also incorporate the RSL walk-a-thon from Burnie to Hobart and an Event on Friday 12th April. Qantas and RACT have come on board with two trips and accommodation packages to utilise as incentives for the public to donate.

PROJECT M

Concept:

In this it's third year, Project M needs to generate \$100,000 for Cerebral Palsy Tasmania to sustain and expand services to support the 'Kids on the Move' project throughout out the state.

Project M in the past 18 months has been the main income stream for Cerebral Palsy Tasmania and has funded the following programs;

- 8 children with the purchase of a new Hart Walker;
- Provided a service in Tasmania that was in the past only been available in Sydney, to maintain and re-fit the Hart Walker to the child as they grow;
- Fund a Physiotherapist and Orthotist to re-fit the Hart Walkers to the child;
- \$45,000 has been allocated to people with disabilities within the community – this money goes towards equipment such as electronic wheel chairs, house adjustments for mobility around the house and aids to allow people with disabilities to become independent within their own communities;
- Services to Children that are also being funded are; Gait Analysis, Alternative Therapies and Botox treatment.

Please place the above dates in your diary.
Please don't forget the Mission Dinner.

DATE: Friday 12th April 2002
TIME: 7.00pm for 7.30pm
LOCATION: Meadowbank Estate
(your official invite will be forwarded to you shortly)

Should you require any further details please contact
Mission Coordinator Elise Gonne Ph: 6228 4488

p.o. box 719,



MISSION

It is estimated that one child is born with Cerebral Palsy every 18 hours

There is no known cure

There is no pre-birth test

The incidence of severe disability is on the increase

Cerebral Palsy Tasmania hopes with your support, to raise \$100,000.
Giving the gift of Mobility to Tasmanian Children



Specifics

Walk-a-thon ~ Sat 6th April – Friday 12th April

RSL will walk from Burnie to Hobart to raise funds for Cerebral Palsy Tasmania. Walkers will end their journey at the event held on Friday 12th April.

Tele-thon ~ Sun 7th April

SCTV will host a weekend telethon – Telstra Friends together with celebrities will co-ordinate the phone room taking donations. Interviews with celebrities will be conducted in the phone room. SCTV to run pre-promotion advertisements the month leading up to the telethon weekend.

Event ~ Friday 12th April

An event will be hosted on Friday 12th April as the culmination of the Tele-thon, Walk-a-thon and 'Stunt'. Fundraising in the form of a Raffle and Silent Auction will be included in the final total.

Competition

A donation of \$5.00 or over goes into the draw to win a prize donated by Qantas and RACT Travel – 2 family holidays to be won.

Stunt

A stunt would be devised with a public person / group – should the Tele-thon raise \$100,000 the stunt will take place at the event on Fri 12th April.

For further information contact
CEREBRAL PALSY TASMANIA

PO Box 719 Moonah TAS 7009
21 St John's Ave
St John's Park New Town TAS 7008

Phone: (03) 6228 4488
Fax: (03) 6228 4564
Email: cpatmarketing@trump.net.au



We would be delighted if you would continue your valued association with Project M by way of sponsorship.

Sponsorship details:

- A donation to Cerebral Palsy Tasmania by Jin-Gang Dhyana Inc.

Partnership Benefits

- Statewide promotional exposure – Southern Cross Television, incorporating pre-promotional advertising and Telethon weekend Community Service Announcements;
- Statewide Press coverage – incorporating state and local print media;
- Logo recognition on all printed material;
- Mention in all media correspondence;
- Signage at the sponsors event;
- Article in the Cerebral Palsy Newsletter (distribution 2500);
- Tickets to the Sponsorship event held on Friday 12th April.

We would also like to discuss in detail a way of emphasising your generosity towards Cerebral Palsy Tasmania through the media. As discussed with you, an event organised during our Project M fundraising appeal or a story exclusive to you, highlighting your generous donation will need to be agreed upon.

Thank you so much once again for your continued support of Cerebral Palsy Tasmania. If I may, I will call you next week to set-up a time to meet to discuss the 2002 Project M event. I can be contacted on Ph: 6228 4488.

Kind regards,


Matthew Sealy
General Manager
Cerebral Palsy Tasmania.

PROJECT M 2002

Cerebral Palsy Tasmania
Mission Notification

Reporting of Holy Tantra Jin-Gang-Dhyana supporting Project M by *The Mercury* in 2000

Monday, January 10, 2000

Hold your whiskers plea by grateful Buddhists



By ANNE BARBELIUK

A TASMANIAN Buddhist leader yesterday implored Premier Jim Bacon to hold fast to his moustache.

In pledging \$10,000 to the Project M fund-raiser, Buddhist leader Wang Xin De said the moustache "belongs to all Tasmanians".

Master Wang said Mr Bacon's generous gesture in offering to shave off his moustache for charity had elevated the status of the whiskers, as they now represented the strength of Tasmania, as well as that of the state leader.

Speaking through an interpreter, Master Wang said the moustache — which will go if \$50,000 is raised for the Cerebral Palsy Association this week — represented kindness and courage.

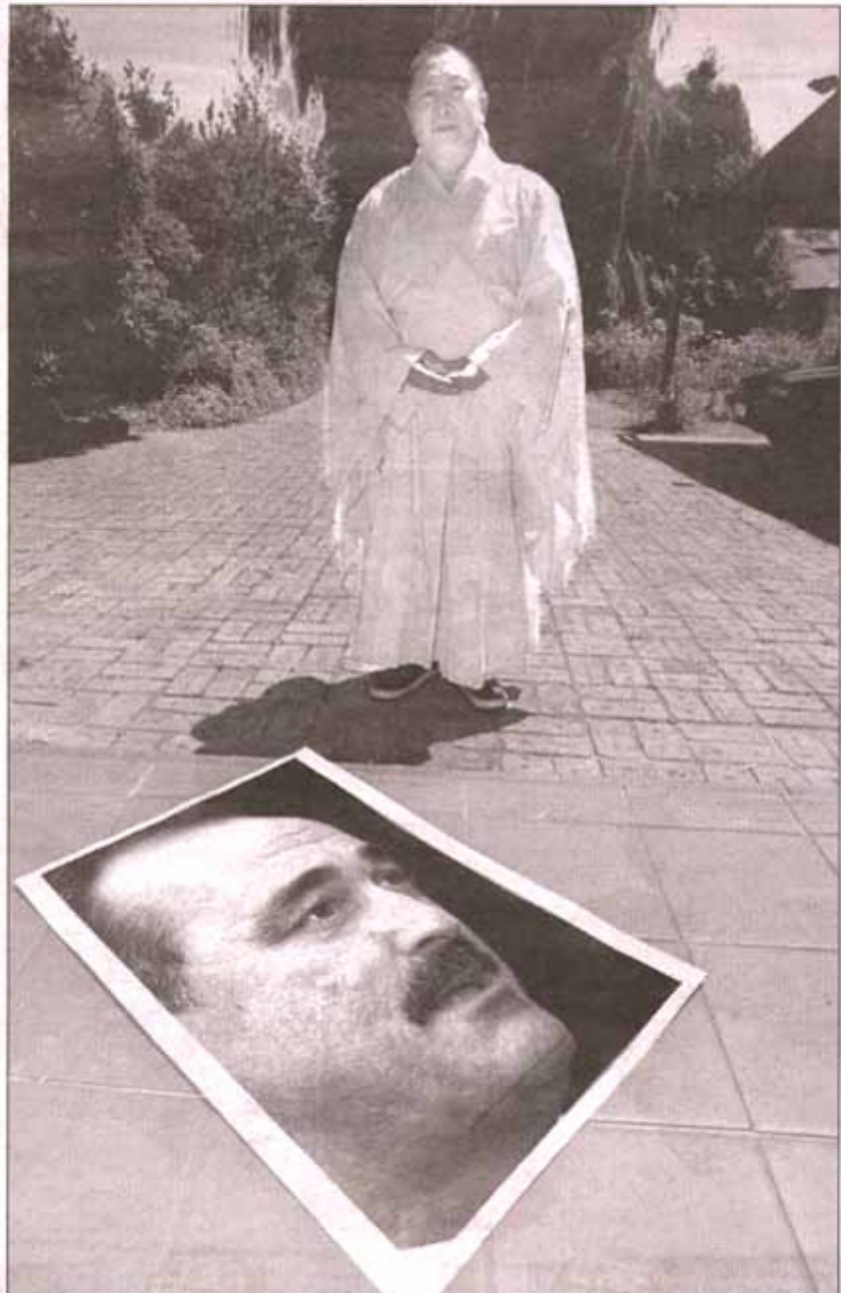
"It is the icon of the state, and Tasmanians are proud of its existence," he said.

"It no longer belongs to the Premier himself, it now belongs to all Tasmanians.

"I only wish to say that I sincerely feel it is best to leave it on the Premier's face."

The donation — which eclipses all others made to Project M so far — is on behalf of the Tasmanian-based Jin-gan-Dhyana Buddhist sect.

While the \$10,000 pledge takes the fund-raiser closer to its goal — and therefore places the whiskers at greater risk — Master Wang said he would donate the money even if it contributed to the demise of the Premier's



Buddhist leader Wang Xin De, whose group has donated \$10,000 to Project M — with a plea that Premier Jim Bacon hang on to his upper-lip icon. Picture: KIM EISZELE

moustache. He said the priority was to help the Cerebral Palsy Association of Tasmanian in its fundraising efforts.

Master Wang said he was extremely moved by both Mr Bacon's generosity and the fundraising effort. He suggested the donation could even kickstart a new benevol-

ent organisation — the Moustache Charity Foundation.

Master Wang, who has lived in Tasmania for 10 years, said Australians had been generous in nurturing him and his followers.

The Project M tally is still well short of its \$50,000 aim.

The fund-raiser is the re-

sult of a challenge issued to Mr Bacon last week by Miss Australia Kathryn Hay.

If \$50,000 is raised by January 15, Mr Bacon has agreed to shave off his moustache. People wishing to make a pledge should call 1800 001 141.

Another cartoon: Page 14