



THE BLUEY DAY FOUNDATION

'ADOPT-A-BLUEY'

**2009 SCHOOLS PROGRAM
REGISTRATION KIT**

'ADOPT-A-BLUEY' 2009



A FUN WAY FOR YOUR CLASS TO HELP 'BLUEY' THE BLUE HEELER RAISE AWARENESS FOR KIDS WITH CANCER & OTHER ILLNESSES

Dear Teachers,

On behalf of Bluey and the team, we'd like to invite your class to participate in our 'Adopt-A-Bluey' program - to help us spread awareness and raise money for kids with cancer and other serious illnesses.

The program is very straight forward, and has been developed to provide kids with a fun way of learning about Bluey and his fundraising efforts. There's no upfront cost, and all that we ask is that you commit to raising a minimum of \$35 to cover program costs. In return you will receive a plush toy Blue Heeler with a Bluey Day uniform for the class, an educational pack on how Bluey helps the kids, and a full colour poster that prompts you to tell stories about Bluey's adventures with Australia's Emergency Services and track the kids' fundraising. It's hoped that your adopted Bluey will take centre stage in the classroom, with a comfy corner set up so that the kids can keep an eye on him during the day, and take turns in looking after him at night. We'd also encourage the kids to write us a story about their experience, and will be running a competition where the best stories from five schools in each State/Territory will be awarded with an education prize up to the value of \$500.

Please find attached an official 'Adopt-A-Bluey' Registration Form, along with a brief history of Bluey Day and where the money goes. Bluey Day's success can only be attributed to the many good people, such as yourself, who are prepared to take a bit of time out of your busy schedule to give something back. To me, that's what it's all about and for that I'd like to say a big thanks in advance! To be working on a project that makes a 'real difference' in the lives of people, especially the kids, brings a level of satisfaction that is hard to describe.

The 'Adopt-A-Bluey' Program is really easy, can be incorporated into your teaching, and most importantly will help raise awareness and money for those kids who are less fortunate and suffering from cancer or other serious illnesses. Registrations are open now with the 'Bluey litter' due to arrive at schools early August 2009. There is no obligation in terms of the time you utilise your adopted Bluey in the classroom, however we'll be conducting official Bluey Day activities from August until early December 2009.

Feel free to contact us with any questions or queries and we look forward to welcoming your class to this very special program.

Regards,

A handwritten signature in black ink that reads "Justin Eastcott". The signature is written in a cursive style with a small flourish at the end.

Justin Eastcott
Chief Executive Officer
Bluey Day Foundation

Telephone: 1800 258 379 Email: enquiry@blueyday.net

ADOPT-A-BLUEY 2009



Woof woof! My name is '*Bluey*' the Blue Heeler and I live at the Bluey Day Foundation.

I am the official mascot of Bluey Day and along with my many brothers and sisters, it is our job to help raise money for kids with cancer and other serious illnesses. We at the Bluey Day Family have been doing this for the last 14 years and in 2009, we'd like your class to help by adopting one of us.

There is no upfront cost and we only ask that you commit to raising a minimum of \$35. In return, you will receive;

- one of my brothers or sisters in their own Bluey Day uniform (plush toy dog)
- an educational information pack which provides a story of Bluey and what he does to help kids with cancer and other serious illnesses
- a full colour poster that can be put on the wall in your classroom to track your fundraising progress and prompt you to tell stories on how Bluey helps the kids.



Each student in the class will need to look after their adopted Bluey and take turns to introduce the dog to their family overnight, and for those who'd like to participate, we'll also be running a story competition to encourage the kids to write about their experience with their adopted dog. The top 5 stories from each State/Territory will be judged and in December their school will be awarded an education based prize up to the value of \$500. There'll also be web based activities and regular blogs on Bluey and his family's adventures.

It's a great way to involve the kids, teach them about children less fortunate, and help to raise money and awareness for the Bluey Day Foundation - a national charity which is unique in that it is run by a small team of only 3!

To register for the 2009 Adopt-A-Bluey Program, please complete the attached form and return as per the instructions. Additional information can be found at www.blueyday.net or by telephoning 1800 258 379. I look forward to welcoming you and your class to the Bluey Day Family. Many thanks, *BLUEY!!*

ADOPT-A-BLUEY 2009 REGISTRATION FORM

Please complete the following details and return to;

Bluey Day Foundation - Adopt-A-Bluey
Level 1, 64-90 Sutton Street
NORTH MELBOURNE VIC 3051

Fax: 03 9329 5440

Email: admin@blueyday.net

For assistance please telephone 1800 258 379

Bluey Day - It's For The Kids!



a. School Details

School Name: _____

Class/Grade: _____ Number of Students: _____

Principal's Name: _____

b. Contact Name and Details

Applicant Name (teacher): _____ No. of dogs required: _____

Delivery Address: _____

City: _____ State: _____ Postcode: _____

Telephone: (____) _____ Mobile: _____

Facsimile: _____

Email: _____

By signing and returning this registration form to the Bluey Day Foundation, you agree to contribute up to a maximum of \$35.00 should your class raise less than this amount. The money is due in November 2009 with banking details provided in the information pack sent with your adopted 'Bluey'.

Name (print): _____ Signature: _____

Date: _____

THANK YOU FOR YOUR REGISTRATION. YOUR ADOPTED BLUEY WILL ARRIVE IN EARLY AUGUST 2009. PLEASE TELEPHONE 1800 258 379 SHOULD YOU REQUIRE ADDITIONAL INFORMATION. THANKS FOR HELPING US TO HELP THE KIDS!

THE HISTORY OF BLUEY DAY

The origins of Bluey Day began over 14 years ago in Horsham, Victoria, when the founder, Karl David, met a young boy who had just discovered he was to lose his hair as a result of chemotherapy treatment for cancer. It wasn't the pain and suffering, the endless jabs or the long hospital stay that was worrying the young boy - it was the fact now his illness would be exposed as a result of his hair loss.

Karl told the boy that he would shave his head in support, and not only that, he would also get the entire Horsham Police Station to shave their heads as well. The whole team rallied together in a show of support and brought a well-needed smile to the little boy.

From a kind gesture by a caring group in country Victoria, the event snowballed and has now grown into a significant feature of the charity events calendar, right around Australia. So far, Bluey Day has raised over \$20 million dollars with this money providing much needed support to hospitals and health services who look after and nurture our sick kids across the country.

The Bluey Day Foundation is unique in that we are not one of the larger charities (we currently operate with a team of only three), but still manage to make a huge difference in the lives of sick kids around Australia. Now in its 14th year, Bluey Day has become a widely recognised fundraising cause and each year Emergency Services Members (Police, Fire, Ambulance, SES etc) band together to shave their heads or colour their hair in support of kids with cancer and other serious illnesses.

This year, we're encouraging as many people as we can to get behind our Emergency Service workers to help raise some funds and spread the word. Our **2009 'Adopt-A-Bluey' Program** has been specifically developed to help increase awareness of Bluey Day, as well as provide a fun and educational way for kids to get involved.

HOW DOES BLUEY DAY BENEFIT THE KIDS?

MONEY RAISED IN EACH STATE GOES BACK TO THE KIDS IN THE STATE! The combined support of Australians really does make a difference, and can be seen by taking a look back at where some of the money raised by Bluey Day has gone.

In Victoria, the Monash Medical Centre was given support for the purchase of a Urodynamics System - this measures urethral function of the bladder and kidneys. Cancer treatment causes problems with the renal system. We also provided the Peter MacCallum Cancer Institute with a Stereotactic Headframe - a device that allows medical professionals to isolate head movement during complex brain cancer treatment.

In NSW \$120,000 was donated to the Oncology Unit at The Children's Hospital at Westmead, with this money assisting Blood and Bone Marrow transplant procedures.

WA received a fully fitted out Paediatric Ambulance, developed specifically to transport sick kids in their time of need. We also supported a beautiful little girl, Saskia (see photo), whose original prosthetic eye was 'lost in the post'!



In Tasmania, the Launceston and Hobart Hospitals were provided with recliner sleeping chairs for use by parents with kids in the paediatric unit. As you can imagine lots of Mums and Dads often need to spend countless hours at their kids' bedside, so whilst not a medical device, this level of support was very much appreciated. Bluey Day has also assisted the Royal Hobart Hospital with a Paediatric Ventilator Oscillator, a machine that provides critical life support for neonates or young children up to 12 years of age.

In QLD, we have supported the Royal Children's Hospital Brisbane whilst SA has seen Bluey Day support the Camp Quality Project and the Women's & Children's Hospital Paediatric Unit.

**These are just a few examples of how support of Bluey Day has helped many kids around Australia.
For further information please visit www.blueyday.net**
