

A last wish,
a lasting memory...

Partnership prospectus



www.ambulancewishwa.org.au

Welcome to Ambulance Wish Western Australia

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Welcome

Fulfilling final wishes

Ambulance Wish Western Australia is a charitable institution (Incorporated Association registered in Western Australia) whose purpose is to provide meaningful and positive end-of-life experiences for terminally ill, immobile West Australians.

The final stages of a terminal illness can be a highly challenging, emotional time and the focus of care usually changes to making them as comfortable as possible in order to make the most of the time they have left. Developing goals when a person knows they are dying, such as planning a final wish, can give them hope and affirm the value that their life still has, even when it is limited in time and potential. This hope and value is even harder to maintain once they become immobile due to the developing depression associated with becoming bed-bound, especially as older people can lose five per cent of their muscle mass each day they lay in bed.

Ambulance Wish Western Australia's mission is to give terminally ill patients the resources, specialist transport and medical care they need to fulfil their final wishes. Wishes can be simple; a last visit home or to a place of personal significance. It's usually the little things that mean the most to a person nearing the end of their life, but these can seem impossible.

This service is offered to all patients free of charge, regardless of age, race, religion or nationality, and with a warm and heartfelt embrace.

The objectives of the Ambulance Wish programme are to:

- Provide meaningful and positive end-of-life



- experiences for terminally ill West Australians;
- Improve the end-of-life experience for families (and significant others);
- Build a network of medically trained volunteers to assist in fulfilling the wishes of terminally ill West Australians; and
- Develop the qualities of compassion, empathy and kindness for health professionals.

The programme will take a 'whole of system' approach, promoting partnership and collaboration across ambulance, hospital, hospice, community and social care organisations.

Where it is not possible to deliver the requested wishes (for example too complex or significantly compromised patient health), we will attempt to 'reverse the wish' by bringing as much of the experience as possible to the patient.

Additionally, Ambulance Wish Western Australia intends to include wishes for high acuity patients, similar to the final wish fulfilled by the UK's Ambulance Wish Foundation. A patient who was in the intensive care unit was able to experience their wish, even though they required ventilation and several pumps to remain alive.

This prospectus is an invitation to partner with Ambulance Wish Western Australia and be involved in fulfilling final wishes for terminally ill West Australians.

About

Ambulance Wish Western Australia is a not for profit charitable organisation that is powered by a small, dedicated team of unpaid volunteers who have incredible enthusiasm and total commitment. 100% of all funds raised go directly towards fulfilling wishes and operating Ambulance Wish Western Australia.

Vision

Have a fleet of Wish Ambulances that can be operated across the state fulfilling final wishes to terminally ill West Australians.

Last Wish programme

Why?

Despite many advancements in medicine, all patients and their care teams must face death as an eventual reality. Unfortunately, the dying process can be a time of great loss and suffering. Illness can obliterate assumptions about the world and precipitate a grievous sense of isolation, brokenness, and loss of meaning. The challenge of losses that accompany a terminal illness can devastate both the person and the person's family as they confront the confusion and anguish of approaching death. These patients will also want to remain in touch and feel part of the world, but for those who are immobile, achieving this can be difficult and can lead them to becoming isolated and alone.

The final stages of a terminal illness can be a highly challenging, emotional time and the focus of care usually changes to making them as comfortable as possible in order to make the most of the time they have left. Depending on the circumstances and illness, this period of care, often referred to as palliative care, can last days, months or years.

Palliative care is the care of patients with active, progressive, far-advanced disease, for whom the focus of care is the relief and prevention of suffering and the quality of life. It is applicable to patients of all ages and focuses primarily on anticipating, preventing,

diagnosing, and treating symptoms experienced by patients with a serious or life-threatening illness and helping patients and their families make medically important decisions. The ultimate goal of palliative care is to improve quality of life for both the patient and the family, regardless of diagnosis.

While dying with dignity still remains a priority for most people in the world, some patients near the end of their lives, may have unconventional wishes such as holding their art exhibition, leaving little love notes hidden around the house, drinking their favourite beer or wine for the last time, or see their furry friend one last time.

Ambulance Wish Western Australia will try to bring peace to the final period of critically ill, immobile patients and to ease the grieving process by eliciting and implementing a wish identified by patients, families or clinicians. The Ambulance Wish programme seeks to provide care, even after accepting that death is imminent, by fulfilling wishes to celebrate the patient's lives and passions. This can ease grief for families by providing a means for them to support their loved ones, and can allow clinicians to provide something for the patients even when they are unable to do so medically. By fulfilling wishes to those who have little time left, it will leave a lasting and memorable impact on all those involved.

The Ambulance Wish Western Australia initiative is based on a Dutch model - Stichting Ambulance Wens - aimed at alleviating pain by giving hope. It is a programme which serves as a form of supplemental care for immobile, terminal patients and utilises volunteer clinicians' skills and expertise to fulfil the wishes of seriously ill West Australians, giving them hope in their darkest days. Compassion is at the heart of this voluntary organisation and the act of fulfilling wishes are completely free to the patient or their family. The volunteer team eases the suffering of the sick, injured or terminally ill by allowing them to experience joyous family occasions, visit family & friends, meaningful places, or do simple everyday activities that otherwise would be out of reach.

Time and time again, I've seen the wish effect - not just happiness, but true and lasting joy.

Dr. Margaret Little, Paediatric Oncologist, Queensland Children's Hospital



By fulfilling wishes to those who have little time left, the Ambulance Wish will leave a lasting and memorable impact on all those involved.

Reflecting on what becomes important to patients at the end of their life, do we miss the opportunities to address the things that really matter in the end? Asking patients receiving end-of-life care "if there was one wish they'd like to have fulfilled, what would it be?" The responses are most often incredibly simple requests – including eating passionfruit ice cream, to visit their new grandchild, see their daughter get married or just to say goodbye, rather than wishing for better health, a big house or to win the lottery. The fulfilled wish often becomes their most treasured memory until the day they die and the gifted Ambulance Wish mascot every patient receives often becomes a treasured family memento.

Developing goals when a person knows they are dying, such as planning a final wish, also can give them hope and affirm the value that their life still has, even when it is limited in time and potential and that while the wish may seem inconsequential to others they are very important to the patient.

Facing death is an aspect of medicine that is tough for all those involved, including family, friends, providers, staff, and the patient. Small, low cost, low risk acts, such as granting final wishes, have been shown to ease the grieving process for patients, families, and medical staff. While the medical profession often turns to facts, science, and evidence before making decisions and taking action, Ambulance Wish Western Australia is based on something else. In terms of science, it is difficult to quantify, but it's more about personalisation and a humanistic approach, simply it's all about caring and adds a quality of life to their last days.

For patients, eliciting and customising the wishes honours them by celebrating their lives and dignifying their deaths. For families, it creates positive memories and individualised end-of-life care for their loved ones. For clinicians, it promotes inter-professional care and humanism in practice, integrating palliative, spiritual and critical care.

Ambulance Wish Western Australia

About us

Inspired by Stichting Ambulance Wens, the mission is simple: to give West Australians living with a terminal illness access to the specialist transport and medical care they need to fulfil their last wishes.

During a patient's final months, weeks or days, Ambulance Wish Western Australia will make it possible to bring them joy and comfort through

visiting a familiar place that reignites precious memories or fulfil something special on their bucket list that can give them a sense of achievement and excitement. It will also be possible to gather family and friends to create one last memory, one last celebration of their loved one.

Gary and Susie Wilson, both Registered Healthcare Professionals, following the death of a friend from a brain tumour, were inspired by the international story of Ambulance Wish and could see how a similar scheme could benefit Western Australian patients. After reaching out to Stichting Ambulance Wens, they, with a group of friends, established Ambulance Wish Western Australia.

On 26 February 2007 Stichting Ambulance Wens was established in the Netherlands as an addition to the care for immobile terminally ill patients. Too many patients die with unfulfilled wishes – one of the causes is the inability to realise certain wishes because the patient is no longer mobile. Therefore, their foundation was started to help people who are dependent on transport by ambulance.

For the founder Kees Veldboer, while employed and working as an ambulance driver, one particular occurrence was the trigger for starting Stichting Ambulance Wens. In Rotterdam while driving the ambulance, Kees realised the last wish of the meanwhile deceased former sailor Mr Stefanutto. This patient very much wanted to sail on a ship one last time, and so they did.

Since its conception, Stichting Ambulance Wens has fulfilled over 14,000 wishes. It currently has six wish ambulances, 270 medically trained volunteers and often provides 5-6 wishes in a single day.



Image: Stichting Ambulance Wens

World wide



The concept realised by Stichting Ambulance Wens – Ambulance Wish Foundation – has been introduced across the globe, including Brazil, Ecuador, Germany, Israel, Japan, Queensland, Spain and the UK.

Volunteer institution



Ambulance Wish Western Australia is managed by a volunteer Management Committee. Volunteer clinicians accompany the patients on their last wish, all supported by volunteers behind the scenes.

How Ambulance Wishes are made

How you can help fulfil a last wish

Ambulance Wish Western Australia is currently fundraising for its first wish ambulance. Once operational, it will operate within 150km of the Perth CBD until we have sufficient resources to expand the service.

Our goal is to have a fleet of Wish Ambulances that we can operate across the state.

The initial criteria for Ambulance Wish Western Australia

- SUPPORT:** The Wish Recipient must be a current patient of a specialist palliative care service.*
- RESIDENCE:** The Wish Recipient can reside at home, hospice, hospital or care facility - initially within 100 km radius of Perth CBD.
- LOCATION:** The Ambulance Wish request location must be within 150km radius from Perth CBD.
- DIAGNOSIS:** The Wish Recipient must have a terminal diagnosis and be expected to live less than 12 months.**
- MOBILITY:** The Wish Recipient must require 1-2 person assist with mobility and/ or spend more than 60% of time in bed.***
- CONSENT:** The Wish Recipient must be able to consent to the Wish.
- GOALS OF CARE:** Goals/ ceilings of care documentation must be in place.
- WISH TYPE:** The Wish must be low in complexity and risk.

* List of WA specialist palliative care services at ambulancewishwa.org.au

** Assessed by using the 'Surprise Question.'

*** This is based on the RUG-ADL & AKPS palliative care assessment tools.



Decide what you, or your loved one would want the Ambulance Wish to be and if you meet the criteria



Fill in the Ambulance Wish request form online
ambulancewishwa.org.au



Ambulance Wish Western Australia (AWWA) will consult with the specialist palliative care team to confirm details



AWWA will work together with the Wish Recipient's loved ones and specialist palliative care team to plan the Ambulance Wish



AWWA volunteers (including healthcare professionals) will fulfil the last wish with care and compassion



Lasting memories will be shared with each Wish Recipient receiving an Ambulance Wish Numbat and memory book

All Ambulance Wishes are FREE however the volume of the wishes that can be fulfilled is dependent on donations and corporate partnerships

Organisational objectives

01

2019 - 2020

Establish an Incorporated Association, register the institution as a Registered Charity with the Australian Charities and Not-for-profits Commission (ACNC) and obtain a Western Australia Fundraising Licence. Design, construct and launch the Ambulance Wish Western Australia website and register social media accounts.

Developing operating policies and procedures, including Clinical Governance Framework; Corporate Governance Framework, Financial Management Policy; Infection Control Policy; Occupational Safety and Health Policy; Operational and Strategic Plan; Volunteer Policy; and Whistleblowers Policy.

Register Ambulance Wish Western Australia as a Public Benevolent Institution with the ACNC and be endorsed as a Deductible Gift Recipient (DGR) by the Australian Tax Office (ATO).

Launch the Partnership and Sponsorship Programme to start fundraising for the first Wish Ambulance for Western Australia and establish meaningful partnerships with the palliative care industry.

Commence the volunteer recruitment programme and develop and initiate the volunteer clinician training programme.

02

2020 - 2021

Design, construct and commission the first Wish Ambulance for Western Australia.

Commence fulfilling final wishes for terminally ill, immobile West Australians - initial target 2-4 per month.

Locate and establish headquarters, comprising of secure vehicle storage and training centre.

Increase the number of volunteers, both clinical and administration.

03

2021 - 2022

Commission a second Wish Ambulance for use in Perth Metropolitan region.

Design and fund raise for a Paediatric Wish Ambulance, specially designed for fulfilling final wishes for terminally ill children.

Investigate possible operational centres and volunteer sub-centres in regional Western Australia.

Impact of charity partnerships

Working in partnership with a local charity can help companies to develop their people and their reputation, as well as improve their recruitment and retention of staff. Progressive, successful companies encourage their people to develop themselves and their teams above and beyond their day-to-day roles.

If you can partner with a local charity that offers the potential to support terminally ill West Australians, and provide fundraising and volunteering opportunities, you can make a real difference in West Australia and your own company. Ambulance Wish Western Australia offers a variety of ways to engage your teams and to do some good work.

How can your company benefit?

An effective partnership with an engaging and heart-warming charity can improve your business performance. Every company will have its own objectives for a partnership; below are just some of those we encounter and can help with:

- enhancing your reputation for corporate social responsibility;
- strengthening your recruitment and retention brand;
- team-building through shared efforts away from the 'day job';
- personal development for colleagues through tailored activities and challenges;
- creating a channel for positive engagement between your team and your clients / customers;
- socialising and celebrating as a team;
- volunteering to make a real difference;
- applying your business' core skills to benefit others;
- celebrating your colleagues' efforts, e.g. through match-funding; and
- delivering Social Value and giving back to Western Australia.

Getting this right can strengthen your business.

We don't just request your financial support. We offer a full spectrum of routes to support us, providing meaningful ways for you to help us to deliver our good work in West Australia. Multiple levels for your company to participate are available, including:

- fundraising events and ideas to engage your teams;
- volunteering for our charity events, and for the community groups we support;
- gift-in-kind support – giving your skills and resources to help us, e.g. in networking or digital communications or mobility equipment such as beach wheelchairs;
- sponsorship of our events.

Tailored sponsorship solution

For each of our corporate partners, our partnership team will work with you to create a tailored sponsorship solution that will enable you to show your support for Ambulance Wish West Australia and achieve your strategic brand and marketing objectives. Across social media, member communications, public relations, events and brand placement we will ensure that your brand is at the heart of Ambulance Wish West Australia.

Why your company should develop a charity partnership



Ambulance Wish Western Australia is run entirely on charitable donations and receives no Government funding. It requires corporate partnerships, donations, philanthropists and community fundraising to ensure its outcomes are achieved. Managed by volunteers, every dollar goes to operating Ambulance Wish Western Australia and fulfilling last wishes.

Ambulance Wish Western Australia is registered with the Australian Taxation Office (ATO) as a Deductible Gift Recipient (DGR), meaning that donations are tax deductible.

Partnership recognition may include



Your company's logo here

Partnership recognition may include:

- Acknowledgment on our website - including your logo with a link to your website;
- Social media acknowledgment;
- Acknowledgement in press releases and electronic mail distributions (EDM);
- Vehicles and equipment branding opportunities;
- Printed merchandise branding opportunities;
- Ability to use the 'Proudly supporting Ambulance Wish Western Australia' logo; and
- Invitation to key stakeholder events and activities.

Partnership opportunities

Ambulance Wish Western Australia has four partnership levels:

PLATINUM PARTNER	WISH AMBULANCE DONOR \$ 150K		
	GOLD \$ 50K	Silver \$ 30K	Bronze \$ 15K
FINANCIAL PARTNERSHIPS			

For each of our corporate partners, our partnership team will work with you to create a tailored sponsorship solution that will enable you to show your support for Ambulance Wish West Australia and achieve your strategic brand and marketing objectives.

2020 is the founding year for Ambulance Wish West Australia, if your organisation becomes a partner, sponsor or an individual makes a donation over \$10,000 during this year they will be recognised as a founding partner, sponsor or donor.

Supporting sponsorships

Our supporting sponsor will provide much needed resources for specific aspects of the program. These can be provided in kind resources, donations or a sponsorship funding agreement. Examples of our supporting sponsors include:



Fuel Partner: Our fuel partner will help us provide fuel for the wish ambulances.
Approximate cost \$5,000 per year.



Vehicle Partner: Our vehicle partner will help us maintain and repair our wish ambulances.
Approximate cost \$15,000 per year.



Stretcher Partner: Our stretcher partner will help provide and maintain the mobility equipment needed.
Approximate cost \$10,000 per year.



Blanket Partner: Our blanket partner will help us provide the special Ambulance Wish Western Australia blanket used to provide comfort during the wish and a lasting memory for the family.
Approximate annual cost \$5,000.



Location Partner: Our location partner will provide Ambulance Wish Western Australia with a Perth warehouse home to store the vehicles and provide training to the volunteers.
Approximate annual cost \$30,000.

People - the volunteers

Ambulance Wish Western Australia is entirely dependent on volunteers and community support. Its management committee is comprised entirely of volunteers, there are no salaried staff. Volunteer clinicians accompany the patients on their last wish, all supported by volunteers behind the scenes.

Management Committee



Susie Wilson (Chair)

With over 20 years in emergency care, Susie works both as a registered nurse and registered paramedic, currently employed as a Clinical Nurse in a busy emergency department in Perth, working privately as a paramedic and managing her own training company. Susie is a member of the Institute of Community Directors Australia.



Gary Wilson

With over 20 years in pre-hospital care experience, Gary is a registered paramedic currently working in the Perth metropolitan area. A clinical educator with a Masters in Health Professional Education, Gary is also a member of the Institute of Community Directors Australia.



Kim Peppiatt

Kim is a registered nurse currently working on a mental health ward at a busy hospital in Perth. Several years ago she cared for her husband, until he died from a Glioblastoma Multiforme, and has personal experience of WA palliative care, both as a healthcare provider and family carer.



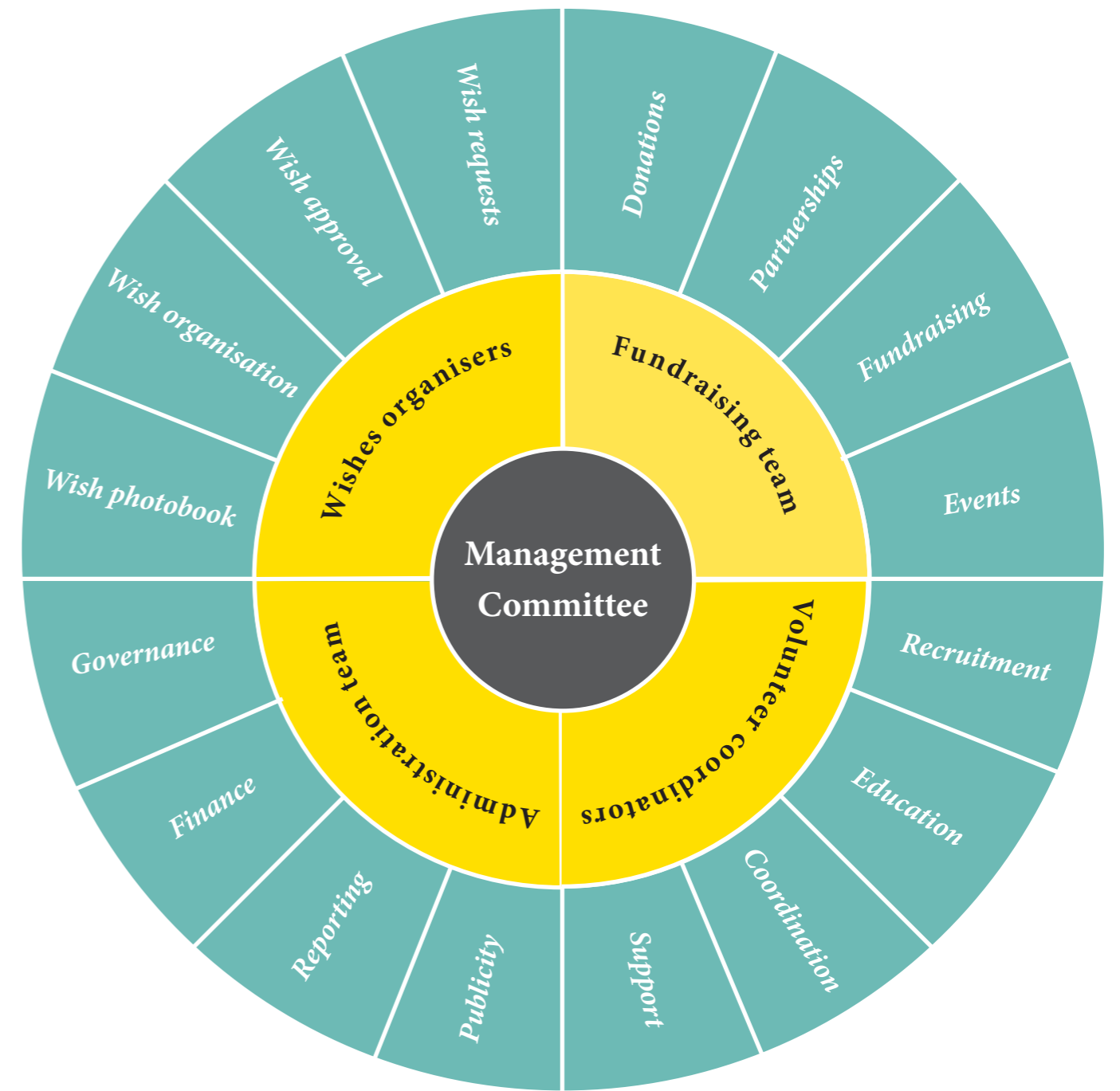
Mandy Morgan-Lewis

Mandy is a Registered Nurse with over 30 years' experience in nursing, project management and education, including developing and implementing health and education programs and solutions across diverse areas of health, including the UK ambulance service, the Royal Flying Doctor Service and as a Clinical Nurse Specialist in Phoenix Arizona.



Sarah Simpson

Sarah is one of the professional pastoral practitioners at a busy hospital in Perth, where she is an integral part of the multidisciplinary healthcare team, complementing and contributing to the overall person-centred care provided to patients, residents, their families and hospital staff.



Working with healthcare organisations

It is Ambulance Wish Western Australia's intention to work with Western Australian's palliative care organisations to identify potential wish recipients and fulfil patients' last wishes. As part of this, it has already formed a working partnership with Palliative Care WA, the state's peak body for palliative care.

Palliative Care WA's vision is quality palliative care for all and the organisation is working towards this by emphasising a collaborative approach with its members, the palliative care sector and other key stakeholders, and in particular with the WA community. Their experience in promoting the principles and practices of palliative care will assist Ambulance Wish WA to provide the highest quality care for its wish recipients and its integration into the WA palliative care sector.



Impact

While the fulfilment of patients' final wishes can have a huge positive influence on the individual patient and their family, the establishment and development of Ambulance Wish Western Australia can assist in changing the narrative towards positive dying and improved well-being.

As part of the international Ambulance Wish Movement, Ambulance Wish Western Australia receives updates regarding achievements and benefits fulfilling final wishes from around the world, for example, Ambulance Wish Queensland is currently collaborating with several academics and project management experts to develop a Program Benefits Framework to ensure the impact of the program can be demonstrated.

From their research, and experiences from other international Ambulance Wish Institutions, anticipated benefits of the Ambulance Wish programme in Western Australia will include:

- Improved well-being;
- Reduced anxiety and fear;
- Increased empowerment;
- Increased end of life planning;
- Increased awareness of palliative care;
- Increased compassionate communities; and
- Increased death and compassion literacy.

Representatives from Ambulance Wish Western Australia also participate in discussions on improving Western Australia palliative care, including providing care strategies and guidelines for ambulance services.



Meet "Peppi"

On October 5th 2013 we were all left a little poorer for the loss of Mr Richard Peppiatt. A loving husband, father, brother, uncle, son and friend, Richard's loss was felt by many.

Richard - like many others - battled with cancer: a glioblastoma multiforme. He was fortunate to fight with the strength of his family and friends and the support of his amazing medical team behind him, determined to ensure that he lived until he died and that each moment was cherished and without suffering. For all that was packed in to the end of his life, the limitations and restrictions of



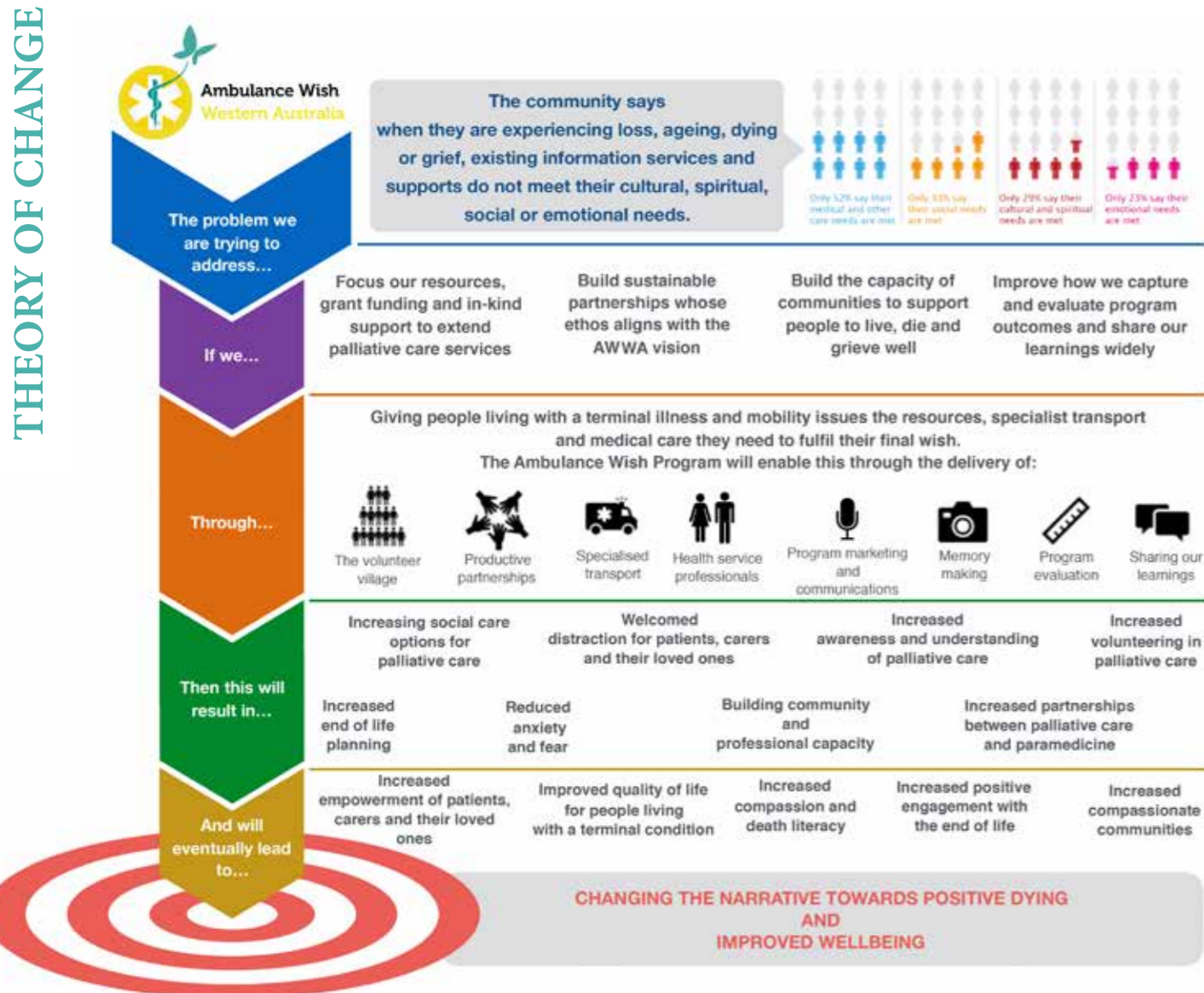
his mobility made travel incredibly difficult. As inspiring as he was while he lived, Richard's will lives on in the strength and dedication of those of us who knew him; our determination to ensure that others

have the opportunity to make one last, meaningful journey is his legacy.

"Peppi" - named after Richard - is a Numbat, also known as a banded anteater. Native to Western Australia and extremely rare, there is an estimated population of less than 1,000 individuals in south-west Western Australia. The Numbat is an unique, endangered, pouchless, termite-eating marsupial. An adult can eat up to 20,000 termites a day and even does not need to drink water because of the moisture content of the termites.

By adopting the Numbat - the faunal state emblem of Western Australia - as its charity mascot rather than the usual teddy bear, Ambulance Wish Western Australia wants to represent its Western Australian origins and the special individuality and uniqueness of the West Australians who volunteer for the organisation.

All Wish Recipients will receive their own gifted "Peppi" wearing his Ambulance Wish Western Australia scrub top, along with a photo book documenting the fulfilment of their final wish. It has been identified by other international Ambulance Wish organisations that this mascot often becomes a treasured family memento.



Figures: Palliative Care Queensland

Financial support

Ambulance Wish Western Australia is completely dependent on corporate partnerships, donations and community fundraising to ensure its outcomes are achieved.

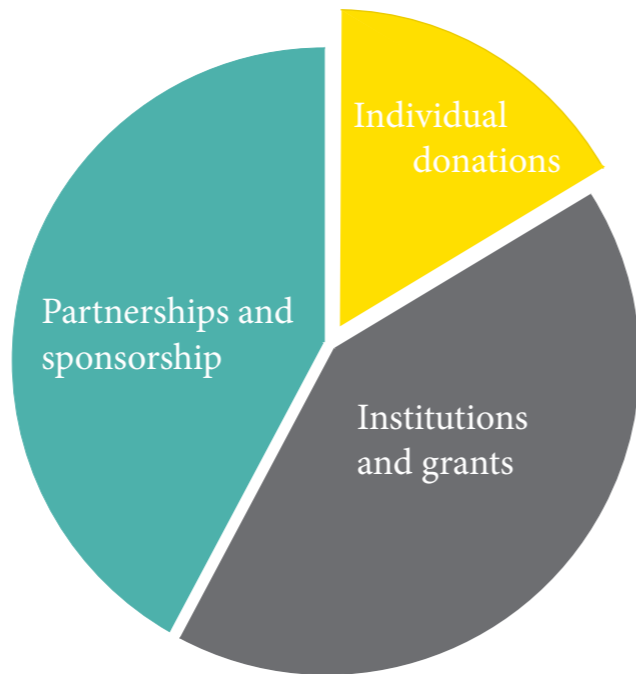
While Ambulance Wish Western Australia will fall under the definition of a small charity - designated as an organisation with an income of less than \$250,000 per year - its volunteer Management Committee believes this to be a sufficient amount to be able to fulfil final wishes for terminally ill West Australians.

In fact, an income of \$250,000 a year would allow the organisation to grow, allowing the purchase of a new Wish Ambulance every couple of years - more Wish Ambulances allow more wishes to be fulfilled.

Small charities are recognised to have an essential and irreplaceable role in building and maintaining community cohesion, providing opportunities for engagement, volunteering and relationship building. This can result in passion and goodwill from volunteers and donors.

While the aim of Ambulance Wish Western Australia - the fulfilment of a final wish for a

terminally ill, immobile West Australian at no cost to the patient or their family - is a very heart-warming cause and likely to encourage donations from individuals, funding from partnerships and grant institutions, such as Lotterywest, are the sources of finance that will allow the organisation to grow.



Wish Ambulance for Western Australia

A Wish Ambulance is a vehicle specially designed or converted to transport immobile, terminally ill patients to fulfil their wishes. The fundraising priority for Ambulance Wish Western Australia is its first Wish Ambulance, as soon as the vehicle is commissioned then wishes can start being fulfilled.

Wish Ambulance design varies around the world but there are several similarities – the ability of provide excellent patient care; tinted windows to allow privacy while allowing patients to view their journey and a comfortable ride, often with electronic stretchers with specialised mattresses. Medical equipment is often hidden from sight but easily accessible if required.

Some Wish Ambulances are specially designed and built for delivering final wishes, some are converted ambulances, while others are converted from other vehicles such as minibuses. Regardless of their design, the purpose is the same – to safely transport patients to fulfil their wishes in comfort. Some international Ambulance Wish programmes, such as Belgium, even have a dedicated children's Wish Ambulance with a special paint-job, PlayStation, DVD and Wi-Fi.



Image: Der Wünschewagen

Budget breakdown

Once the first Wish Ambulance has been commissioned, the envisaged costs are only the day-to-day funding of the charity. As the charity is managed entirely by volunteers, there are no salaries required - all donations can be spent entirely on fulfilling final wishes.

The below diagram provides a breakdown of the initial annual costs involved with a volunteer managed Ambulance Wish programme once the initial Wish Ambulance is commissioned. An income of \$200,000 would allow a rapid expansion of the programme, with an additional Wish Ambulance commissioned every 1 to 2 years, in comparison to a new Wish Ambulance every 3 to 5 years with an income of \$100,000 a year.

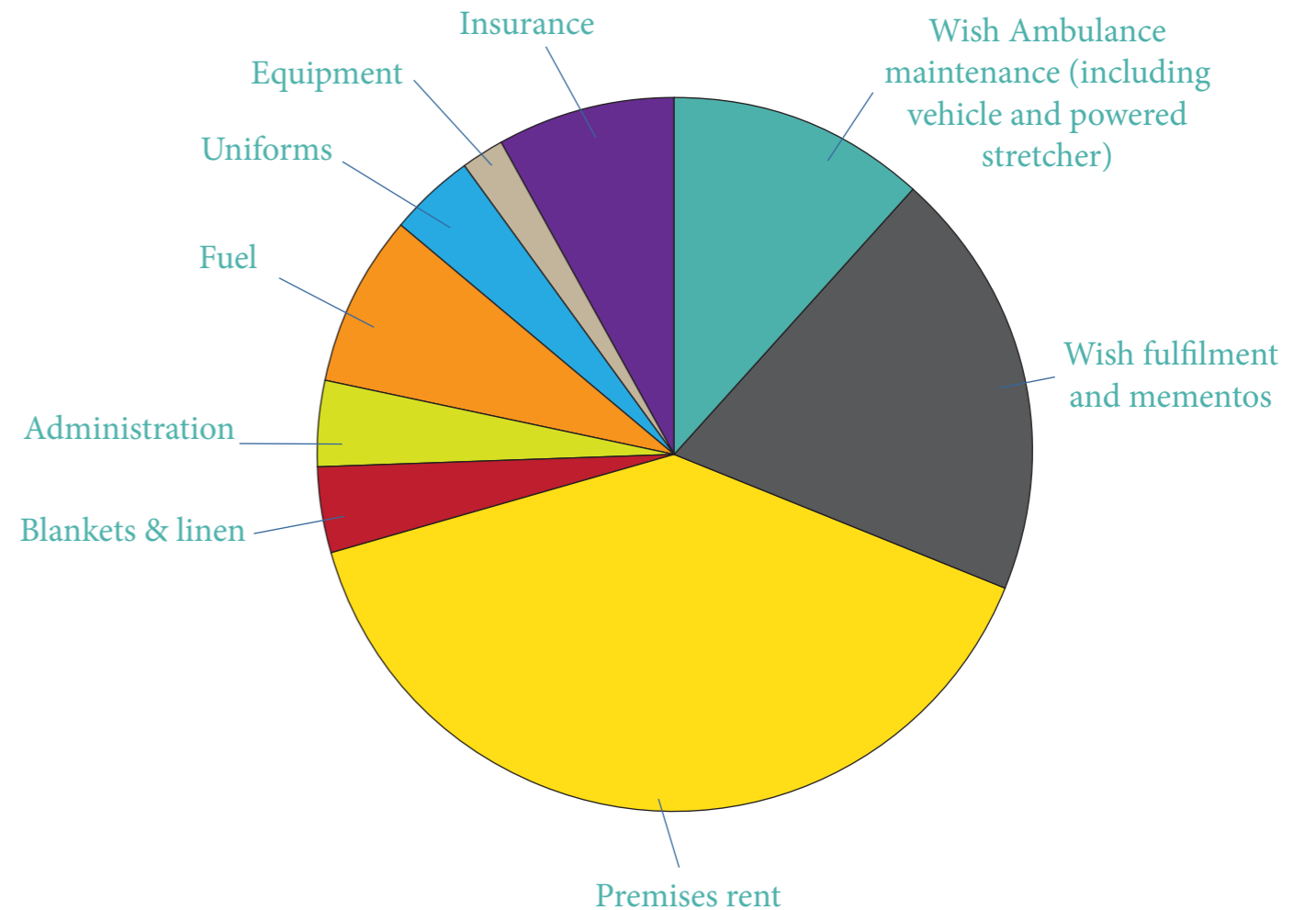


Image: Stichting Ambulance Wens

Stichting Ambulance Wens was the first Ambulance Wish Foundation. Established in the Netherlands in 2007, it is entirely funded by donations from individuals, institutions and companies.

Designated as a Public Benevolent Organisation by the Netherlands Tax Authorities, Stichting Ambulance Wens has grown from the dreams of one person to an organisation with seven purpose-designed Wish Ambulances, headquarters, several employees, a holiday cottage for wish recipients, over 270 volunteers and has fulfilled over 14,300 wishes.

Together let's make a last wish, a lasting memory...

To arrange a conversation to explore a partnership with us,
please contact Susie and Gary Wilson:

partnerships@ambulancewishwa.org.au

0476 893101

www.ambulancewishwa.org.au

