



**Ambulance Wish**  
Western Australia

2020

# ANNUAL REPORT

Fulfilling final wishes to terminally ill immobile  
patients in Western Australia

ABN 89 482 486 272

[www.ambulancewishwa.org.au](http://www.ambulancewishwa.org.au)

# Our mission

Give terminally ill patients the resources, specialist transport and medical care they need to fulfil their final wishes. This service is offered to all patients free of charge, regardless of age, race, religion or nationality, and with a warm and heartfelt embrace.

# Our vision

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

# Our history

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.

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.

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## About us

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.

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.

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.



# Management Committee

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.



**Susie Wilson (Chair) (2019 - 2020)**

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 (2019 - 2020)**

With over 20 years 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 (2019 - 2020)**

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 (2019 - 2020)**

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 (2019 - 2020)**

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.



Image: Der Wünschewagen

## OUR VOLUNTEERS

Ambulance Wish Western Australia has already received unsolicited formal applications from 21 potential volunteers, with verbal expressions of interest from many more. As the commissioning date of the Wish Ambulance is not yet known, the decision was made not to formally invite volunteer applications during the first year, enabling the Management Committee to focus on developing the required governance and management systems.

Applications for the support roles will be invited first, followed by clinician and driver roles.



### Clinician

AHPRA Registered Medical Practitioner, Nurse or Paramedic.



### Driver

Ambulance officers, including patient transport, or professional driver (including police and fire service).

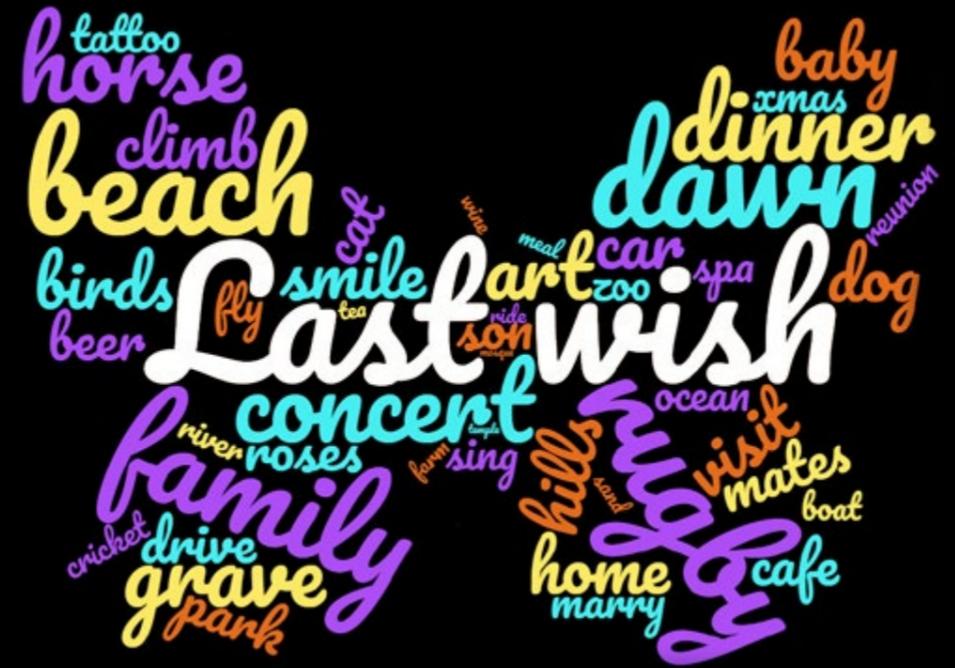
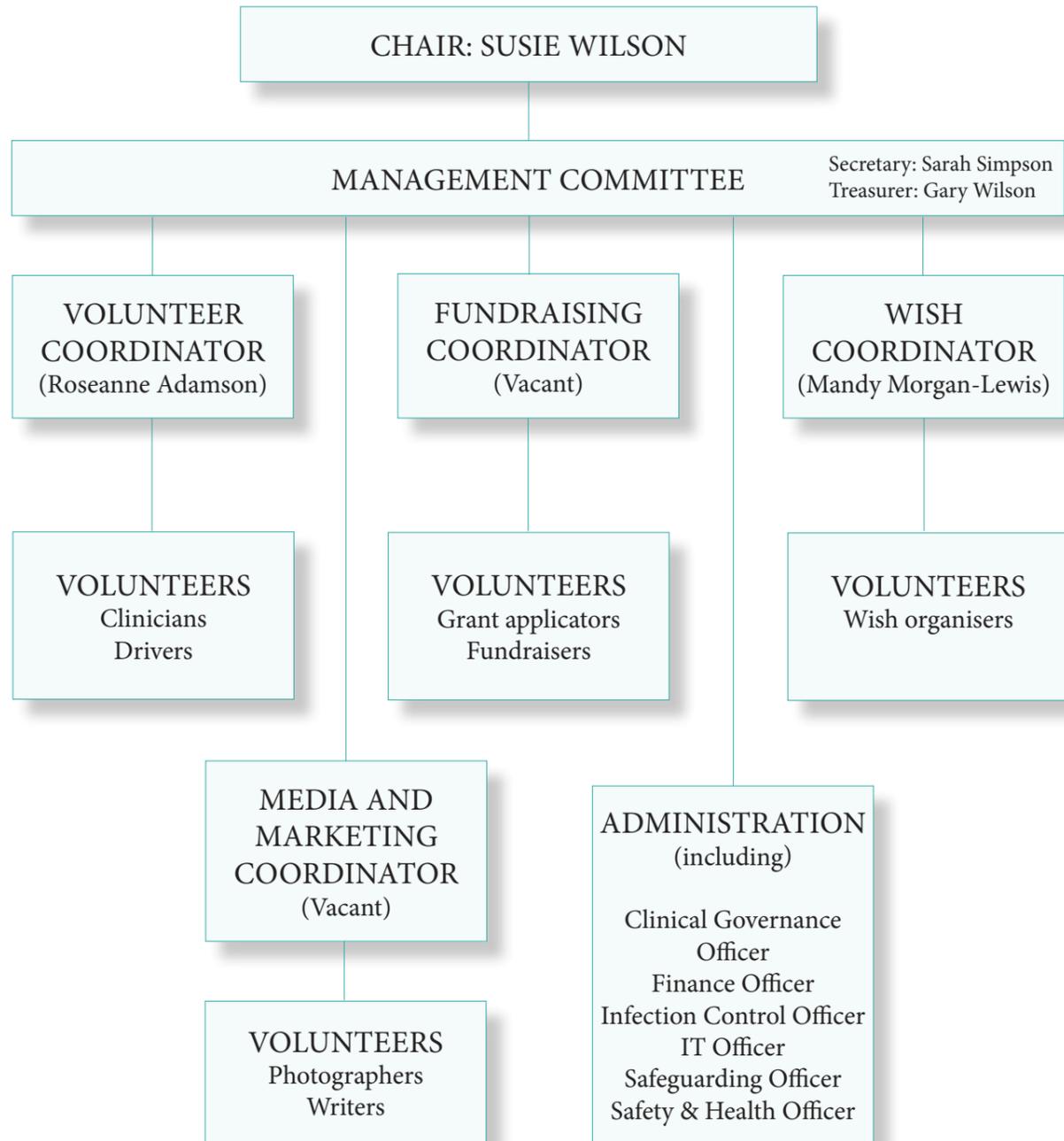


### Support

Support roles including events, logistics, marketing, communications and administration.

# Management structure

Ambulance Wish Western Australia is registered with the Australian Charities and Not-for-profits Commission (ACNC). All positions and roles in the charity are undertaken by volunteers, with the organisation having no paid staff.



## Chair's report

Firstly, I extend my thanks to our management committee who have stepped up to establish the charity, giving of their time and expertise freely, in spite of the massive challenges which have faced us all in a year so disrupted by COVID-19.

With majority of large fundraising plans and activities, as well as opportunities to secure grants and funding, either cancelled or placed on hold, the focus of our team has been on 'behind the scenes' work, creating a robust and lasting framework to further the charity's mission and goals. We have developed our formal Strategic and Operational Plan and over thirty governance practices and policies to ensure the charity exceeds legal and ethical standards and expectations, with the holistic care and safety of our volunteers, wish recipients and their families at its core.

As a part of the international Ambulance Wish collective, Ambulance Wish WA is dedicated to the open sharing of resources and systems to promote and develop the Charity's mission. As Stichting Ambulance Wens shared all logos and images from which to develop our own, Queensland shared their original partnership framework document and their beautiful festive artwork. In response, we shared our policy library with Ambulance Wish Queensland to assist them in compliance with the Australian Commission on Safety and Quality in Healthcare (ACSQH) framework. In developing and promoting our online presence and visibility, thanks must go to Colouring Light Studios and EDOCEO Group who have supported us in our first year

by donating website design, web hosting, graphic design and photographic services. Alongside our AWWA sites, they have established a connected presence for within Australia and internationally, which will be contributed to by each charity moving forward.

Thanks must also be shared with my daughter, Kathryn, who dedicated herself to the design and creation of our mascot, 'Peppi' and his little shirts. Kathryn also met with her school principal and after a presentation and discussion with the School Executive, has succeeded in securing fundraising support from Swan Valley Anglican Community School via 'Free Dress Day' in 2021.

I would also like to extend thanks and welcome to the lovely Rose - our very first official Member. Rose celebrated her 60<sup>th</sup> birthday in September and requested donations in lieu of gifts for her own celebrations, raising over \$575 on the night to add to her ongoing commitment and support.

I would like to take this opportunity to sincerely thank all our donors and supporters on behalf of the management committee and I look forward to growing the charity with you all in the coming year.

Susie Wilson  
Chair: Ambulance Wish Western Australia

# The immediate future

Activities for the November 2020 to October 2021 period will focus on being able to start fulfilling final wishes and establishing the volunteer village - a supportive community for our volunteers.

## Objectives and activities

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 were the key objectives for the first year of operation.



### Key objectives for 2021

Being able to start fulfilling final wishes for terminally ill West Australians is the primary target for the organisation.



#### Wish Ambulance

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



#### Wish fulfilment

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



#### Wish volunteers

Increase the number of volunteers, both clinical, fundraising and administration.



#### Wish funding

Improve one-off and regular donations to be able to continue funding the fulfilment of final wishes.

Develop good governance practices and register Ambulance Wish Western Australia as a registered charity.

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).

Design stationary and marketing materials, including Introduction to Ambulance Wish Western Australia presentation.

Development of volunteer training package to ensure volunteers have the required knowledge and skills to be able to fulfil final wishes safely and effectively.

Launch the Partnership and Sponsorship Programme to start fundraising for the first Wish Ambulance for Western Australia.

Establish meaningful partnerships and working relationships with the Western Australian palliative care industry.

“Commence fulfilling wishes for terminally ill West Australians”

# Financial report 2019 - 2020



## Treasurer's report

The 2019/2020 financial year balance sheet, revenue and expenditure is attached. In summary, there is a balance of \$3,282 which is allocated to the Wish Ambulance Appeal - the primary financial target for the organisation. Allocating all donations to the Wish Ambulance Appeal has been made possible by Gary and Susie Wilson paying for all the marketing materials for this financial year.

Following the endorsement of Ambulance Wish Western Australia by the Australian Taxation Office as a Deductible Gift Recipient - meaning that donors can claim tax relief on their donations - there has been an increase in both one-off and regular donations from individuals. Ambulance Wish Western Australia also holds endorsement for charity tax concessions, including being an income tax exempt charity, and is registered for GST and holds a Charitable Collections Licence from the Government of Western Australia Department of Mines, Industry Regulation and Safety.

This year has seen one of the most challenging times for charity fundraising, following COVID-19 most Australian charities are experiencing losses of income, with some charities experiencing at least a 20-30 per cent decrease in fundraising revenue. It is estimated

that total giving in Australia will fall by around 7.1% in 2020 and a further 11.9% in 2021.

Fundraising during the founding year has focussed on direct donations, which have increased proportionally with marketing and social media reach. The 2021 fundraising plan will rest on seven pillars: donations; grants; community-business partnerships; membership, special events, merchandise and crowd-funding. This will ensure that Ambulance Wish Western Australia does not become dependent on a single funding source, with the funding strategy focussing on both short term and long term future of the charity.

I would like to extend our deepest appreciation to the generous individuals and local businesses who have provided their financial support.

Gary Wilson

Treasurer: Ambulance Wish Western Australia



Income	2019-2020	Sept - Oct 2019
Donations - website	2402.91	0
Donations - cash and bank transfer	875.00	0
Donations - Facebook/ Paypal	0.00	0
Membership fees	100.00	0
G & S Wilson funding for marketing	1168.2	0
<b>Income total</b>	<b>4546.11</b>	<b>0</b>
<b>Expenditure</b>		
Platform and merchant fees	(95.42)	0
Marketing materials, including banners etc	(1168.20)	0
<b>Total expenses</b>	<b>(1263.62)</b>	<b>0</b>
<b>Balance at 31 October 2020</b>	<b>3282.49</b>	<b>0</b>

Number of one-off versus regular donations



Number of donations per dollar amount



## Auditor's report

The requirement for a reviewed or audited annual financial report depends on the size of a charity. As a small charity, it is optional to submit a financial report in the Annual Information Statement, so there is no ACNC requirement for Ambulance Wish Western Australia to have its financial report reviewed or audited.

To demonstrate transparency, Ambulance Wish Western Australia chooses to submit a financial report as part of the Annual Information Statement and include the information in its Annual Report.

## Founding donors

### Over \$1,000

Susie & Gary Wilson

Richard Hayes

Jamie Hobbs

Peter Jones

Rachael Kelly

Jo Kempton

Pauline Kuhl

Rowan Marshall

Roby McCaw

Jen & Tom Mellor

Juanita O'Donnell

Lee Renton

Ben Robinson

David Robinson

Sarah Simpson

Tinesh Tamilkodi

Ruth Thomas

Craig Vanderplank

Ian & Gail Vanderplank

Jacqueline & Eugene Venter

James & Tepou Watene

Graeme Winters

Anonymous

### Under \$1,000

Roseanne Adamson

Megan Bateman

Bec Boughton

Samantha Burton

Michelle Clark

Lorraine Evans

Christine Gilligan



## Corporate and community partners

Colouring Light Studios  
Sew Colourful

Edoceo Group Pty Ltd

Palliative Care WA

## Members

Roseanne Adamson  
Mandy Morgan-Lewis

Kim Peppiatt  
Sarah Simpson

Gary Wilson  
Susie Wilson

# How you can help



## Become a member

Becoming a member of Ambulance Wish Western Australia is a special way of pledging your support to helping fulfil the last wishes of terminally ill West Australians.



## Volunteer your time

We are always looking for volunteers. We're looking for Nurses, Paramedics, Medical Practitioners, Professional drivers, Photographers, Videographers, Fundraisers, Office volunteers, and more . . .



## Make a donation

We run entirely on charitable donations. Whether it is a one-off or regular giving, your donation to Ambulance Wish Western Australia will help fulfil the wishes of terminally ill WA patients.



## Leave a bequest

Including a charity in your will is a way to bring dignity, meaning and purpose to a life well lived. It is an opportunity to continue to support an organisation you have supported in your lifetime, or to support the charities you always wanted to, but were unable to in your lifetime.



## Create a fundraising activity

Create your own fundraising event; raise funds for your birthday, in memoriam and more; or establish a crowdfunder - all will help fulfil the wishes of terminally ill WA patients.



## Become a corporate partner

Our partners are the wheels of the program, without them we are unable to move and progress. Major partners receive branding exposure through equipment, media and engagement opportunities.



## Other ways you can help our cause

Does your company provide a service or product that could help Ambulance Wish Western Australia? Services we need include vehicle storage and servicing; training facilities; uniforms; and printing.



**Ambulance Wish**  
**Western Australia**

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