Financial Support – Funding of the New Zealand Haemophilia Society

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Introduction

The economic situation in New Zealand makes it appropriate to address the International Federation on the funding of the New Zealand Haemophilia Society. New Zealand is one of a few countries that is today entering the Third World, having previously enjoyed a more affluent position. In terms of gross national product, it lies somewhere behind Pakistan and Peru and a little ahead of Portugal and Israel. It continues to lose ground. Because of this, the New Zealand experience may have something to offer to both the more and the less wealthy countries associated with the Federation.

In New Zealand, where there is a population of three million, there are three hundred haemophiliacs, about two thirds of whom have contact with the Society.

Why are Funds Required?

Funds are required not only for educational purposes, but also to fill gaps in social welfare and medical spending. To a greater or lesser extent, these are requirements worldwide. Secondly, at an international level, funds are necessary to continue the work of the World Federation and to assist with research.

How Much is Raised?

Over the past 5 years, the New Zealand Haemophilia Society has raised over NZ \$ 40,000. Fund raising requires dedication and humility, and success should be judged on the energy expended and not solely on financial totals.

Objectives

Projects that capture the imagination form the spearhead of the Society's financial endeavours. These projects are sometimes used as a means of highlighting medical or

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social shortcomings, and can be used to political advantage. Of particular interest is the establishment of an educational trust which received an initial grant from the Society of NZ \$ 5,000. Its aim is to encourage haemophiliac youth in their education so that they may be eligible to obtain suitable employment. Without special help and encouragement haemophiliac boys, because of frequent absences from school, often do not attain the basic educational qualifications required before commencing training in suitable careers such as photography, watchmaking. The Society's funds have also enabled the Blood Transfusion Service to acquire a refrigerated centrifuge. Blood freezers and waterbaths are among items of equipment that have been supplied to hospitals.

The Society's newsletter provides education along with patient and parent support and forms an important aspect of the work and may be the only link that joins members living in remote areas. Camps are financed by the Society about every 3 years and both fees and travel costs are subsidized by the Society to encourage attendance by haemophiliacs and their parents. Support from firms and donations of food have enabled these camps to be run at a profit. Travel and study grants are made to medical and paramedical professionals to attend conferences. These serve as a form of recognition, and encouragement to their interest in haemophilia.

How Is the Money Raised?

Subscriptions (currently NZ \$ 3.00) and donations from members form about 25% of the income of the Society. The balance is made up from applications to organizations such as the Government Lottery Board, charitable trusts, trustee savings banks and pharmaceutical companies. Recently, the Society has inherited estates as the beneficiary of wills or as donations to the Society in lieu of funeral flowers and wreaths.

During the centrifuge appeal the Society made use of professional fund raisers who held a 'Mystery Envelope' appeal. This form of funding, however, needs careful consideration as the percentage of return can be small in terms of the total amount raised by the organizer.

Conclusion

There are three salient points.

(1) A definite aim is required for successful fund raising ventures. The concept of a 'project' that captures the imagination of the public at large not only attracts money, but leads to a greater public awareness of haemophilia. Some of the funds that we have received from estates have come from people whose interest has been aroused by our appeals. These are providing a continuing source of revenue some of which is used for everyday running expenses which are beyond the level that can be met by members' subscriptions alone.

(2) The strength of the Society is increased by having its members working together on a project. Even members in the remotest parts of the country feel that they belong and are able to help. It is therefore important that the projects offer the widest possible benefit.

(3) The raising of funds gives recognition of our international responsibilities. While New Zealand has limited resources to

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undertake research, it is able to assist financially in supporting the Judith Pool Memorial Foundation and other research organizations. The World Federation cannot survive without financial support, and as every national body benefits from its work, so there is a responsibility to ensure its survival. This represents a challenge to all member nations that cannot be evaded.