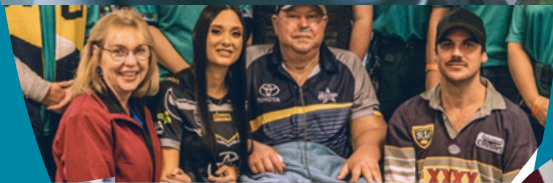




Ambulance Wish South Australia

Program of Palliative Care SA



Help us create the Southern Fleurieu Hub of Ambulance Wish SA

ambulancewishsa.org.au

The AWSA program is a collaboration of:



Palliative Care
South Australia



St John



Flinders
University

The Ambulance Wish SA program

A message from the CEO

At some point each and everyone of us will reach the last days, weeks and months of life. How we are able to live those times is a measure of how our community values and looks after us at the end of our life. Every person should be able to experience the end of their life in comfort, being cared for and connected to the people and places that have made their life meaningful. The Ambulance Wish SA program is a powerful reminder of how simple acts in a person's final days, weeks and months can bring joy and peace to them, as well as connection, smiles and life-long memories to their family and those who love and care about them. I was the CEO of Palliative Care Queensland and in 2019 I (along with my team) was delighted to bring this program to Queensland. The program has now delivered over 150 wishes and has a regional hub in Townsville, multiple fleet vehicles and hundreds of volunteers, all supported by corporates, community philanthropists and the QLD Government.

In January 2023 I returned to my birth state of SA, as the CEO of Palliative Care South Australia (PCSA). My father, Pete, (a Victor Harbor GP) was living with a life-limiting condition and my dream was to establish this program for SA in time to enable him to experience an Ambulance Wish. Unfortunately, Pete died only two months after we moved and we were never able to fulfill an Ambulance Wish for him. It has showcased the gap for South Australians.

In May 2024 we launched Ambulance Wish SA with Simon at the Adelaide Oval, who simply wished for a beer and pie at the Adelaide Oval with his mates.

In November 2024 we hope to launch our Southern Fleurieu Hub of Ambulance Wish SA, as an extension of our Metro program. We are seeking supporters, sponsors, donors and community fundraisers to help make this possible.



**Adjunct Associate
Professor Shyla Mills**
Chief Executive Officer
Palliative Care SA



Just one example of the reach and impact of an Ambulance Wish in Adelaide

On the 7th May 2024, Simon's Ambulance Wish was fulfilled at the Adelaide Oval. Simon traveled to the Adelaide Oval in our Wish Ambulance where he met his sister, brother-in-law, nephews and friends. They all enjoyed a pie and a beer in the beautiful autumn sunshine. While his mates enjoyed a kick of the footy on the Oval, Simon took a moment to feel the Adelaide Oval grass on his feet and smiled as he saw a message on the old score board which read "Welcome Back Simon".



Multiple Facebook posts including video posts



Reach: 40,000



Engagement: 6,000



Coverage on all major networks, online news & print

AWSA Southern Fleurieu Hub

Help us bring this program to you

The AWSA Southern Fleurieu Hub will fulfill wishes for people who meet the program's eligibility requirements and are under the care of palliative care teams within your Local Health Network or local aged care facilities.

The existing Wish Ambulance will drive from Adelaide and boundaries for the hub will be: Myponga, Currency Creek, Goolwa and Cape Jervis. Wishes can take place up to 150km from wish pick up site.

Hub Program Costs

We're grateful that SA Health covers core administration costs of the program.

In addition hubs require \$52k p.a. and direct wish costs in *inner regional areas* are between \$2k - \$3k per wish. We aim to fulfill 10 wishes in the first year in the Southern Fleurieu hub. Help us to raise \$76,000 to bring this program to your community and fund the first year of the Southern Fleurieu Hub.

Direct Wish Costs

including:

\$2,000 - \$3,000
per wish
inner regional areas

- **Clinical Escort**
(For Specialist Palliative Care Wishes)
- **Wish Day Volunteers Reimbursements**
(Lead, Ambulance Officer x2, Memory Maker)
- **Photographer / Videographer**
- **Memory Book Printing**
- **Wish Teddy Bear "Pete"**
- **Vehicle Costs**
(RTN to Adelaide)
- **Sundry Wish Costs**

THIS PROGRAM IS **FREE** FOR WISH RECIPIENTS

Hub 1st year

Launch November 2024

Program set up and establishment

10 Wishes (Year 1)

Local sharing through socials and media

Help us raise \$76,000 to bring this program to your community and fund the first year of the program



Partner



Donate



Fundraise

How Ambulance Wishes are made in SA



The Benefits of Partnering with the Ambulance Wish SA program



Social good

Wishes provided by the Ambulance Wish SA program have a far-reaching impact, not only creating memories forever for Wish Recipients, but memories for their families and extended community of care. This has a ripple effect into the wider community, and reflects the global social movement that is Compassionate Communities.

A pipeline of engaging storytelling and content stories

The Ambulance Wish South Australia program is an ideal story for media placement, with individual Wishes customised to the Wish Recipients needs and choice to share their story.

Examples

Loretta's Ambulance Wish was to see the beach and have lunch at the Aldinga Surf Life Club with her family and friends. The journey began as Loretta, accompanied by her husband Basil and the Wish Day Team, travelled from Modbury Hospital to Aldinga in the Wish Ambulance. Their first stop was at Loretta's beloved family beach house at Aldinga Beach, a place steeped in decades of happy memories. There, with a smile on her face, Loretta used chalk to add her name to a wall. The smiles on those around her was heartwarming, reflecting the shared joy and significance of the moment.



Belinda's Ambulance Wish was to meet her Carlton AFL team. Belinda's story was used as inspiration by their coach, Michael Voss, during the team group talk before they came out on the field for training. Then one by one and in groups, players and the coaching staff chatted with Belinda, shared stories and posed for photos. They gifted Belinda an AFL ball and team poster, then all took turns signing them. To top it off, they proceeded to have a big win in Adelaide the following night. Belinda and her family loved every minute of the wish. A day which made everyone involved smile.



Branding opportunities

Every Ambulance Wish is unique and driven by the Wish Recipient and their loved ones. There are multiple touchpoints that your brand can be incorporated into any Ambulance Wish, including web, social, subscriber and print media.

Deep digital engagement

The Ambulance Wish SA program attracts a huge level of engagement and reach across all major social media platforms. A visually rich and compelling pipeline of stories will bring your brand to the attention of thousands online. These stories are often shared by government members and present a prime opportunity to showcase your work in a friendly story that is ready-made for digital media.

Team development, volunteering and training

The Ambulance Wish SA program can contribute to both your internal and external engagement strategies with custom-developed opportunities for staff training, volunteering and corporate philanthropic showcases.

Sponsorship Level 12 months GST inclusive	Program Sponsor	SF Hub - Wish Sponsorship	
	Major Program Sponsor \$25,000 (2 available) Major Program Sponsor has the most significant partnership brand association with the program and is recognised on all program related activities	HUB - All Wishes \$10,000 (Unlimited available) All Hub Wishes - Sponsor is recognised on Ambulance Wishes fulfilled in a 12 month period of the program	HUB - Single Wish* \$ 3,000 Hub Single Wish Sponsor is recognised on an Ambulance wish that is fulfilled

Exclusivity

Recognition on Wish Ambulance	Logo on Wish Ambulances		
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Web Presence

AWSA Website home page and all pages	Hyperlinked logo under 'Major Program Partner'	Hyperlinked logo under 'SF Hub Wish Sponsor - All Wishes'	
AWSA Partners Page	Hyperlinked logo under 'Major Program Partner'	Hyperlinked logo under 'SF Hub Wish Sponsor - All Wishes'	Name listed under 'SF Hub Wish Sponsor - Single Wish'
Partnership logo and recognition of sponsorship level for your website	Yes	Yes	

Digital and Media Presence

Dedicated post welcoming new partnership	Dedicated media release to announce partnership; Social media announcement on all AWSA & PCSA social accounts	Dedicated Social media announcement on all AWSA & PCSA social accounts	
Partnership acknowledgement in a post per Ambulance Wish fulfilled	Yes	Yes	For the allocated single wish

AWSA eNews

One exclusive article (per annum) and link to organisational website in our AWSA eNews	250 words		
Advertisement tile in our AWSA eNews	4 per annum	1 per annum	

Publications

PCSA Annual Report Partnership acknowledgement	Yes	Yes	Yes
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Program Resources Recognition

Logo on About AWSA Information flyer	Yes		
Logo on AWSA Palliative Care service partner poster	Yes		
Logo on thank you letter to Wish Team	Yes	Yes	

Wish Recipient Pack

Memory Book	Recognition of partnership level and in all memory books and a personal copy of all relevant memory books	Recognition of partnership level and in all memory books and a personal copy of all relevant memory books	Recognition of partnership level in all relevant memory books and a personal copy of all relevant memory books
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Team Inspiration and Impact Presentation

Impact presentation to your team/clients/board (face to face)	1 per year	1 per year	
Impact presentation to your team/clients/board (virtual)	1 per year		

* Single wish sponsorship is allocated at random. Wish type or date cannot be selected by the sponsor.

Tailor-made options available to cater to your brand objectives

Ambulance Wish

South Australia

Program of Palliative Care SA

08 8271 1643



A collaboration of:



Palliative Care
South Australia



St John



Flinders
University



*The way we care for our dying reflects
the humanity and compassion of our society*

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