

VISIONS

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Independence, fun and friendships forged

To enhance the one-on-one training provided to assist people with impaired vision to move around confidently, Guide Dogs NSW/ACT regularly organises fun, social activities.



One such activity recently saw ten Sydneysiders with impaired vision travel independently across the city for some wet 'n' wild Jetboating fun on the harbour. "As well as the thrill of Jetboating, participants had the opportunity to develop their travel skills through having to get around a new environment," said Orientation and Mobility Instructor Jacque Amos.

"The occasion was also a great way for adults living with vision impairment to get together and share their experiences and develop friendships."

The group used a variety of aids to assist their independent travel. Tom travelled from Glen Alpine with his guide dog Harris, while Glen travelled from Tahmoor with the aid of his long cane and Trekker Breeze talking GPS device. "The Trekker Breeze even told me all the ferry wharf numbers," said Glen.

Meanwhile, during the spring school holidays, young children with vision impairment put their flexibility and movement skills to the test at a gymnastics day at the Penrith YMCA Kindergym. "For children with a vision impairment, confident, purposeful movement is essential to ensure that they reach their full potential," said Jacque.

"The gymnastics day was a lot of fun and importantly, it complemented our training objectives of equipping children with impaired vision with the same skills as their sighted peers."

While Oscar loved the freedom of being able to bounce along the air mat, Chelsea said, "I love climbing through the foam and just rolling in it!" Brianna enjoyed the balance beam, saying "it was hard at first, but I can do it now".

Through learning how to use balance beams, spring boards, jumping air mats, tunnels, rolls and a sponge pool, the children had the opportunity to develop single leg balance and the strength required for activities like negotiating stairs, which can be quite difficult with little or no vision.

These activities, which your support makes possible, allow people with impaired vision to realise that vision loss doesn't have to limit their independence and sense of adventure.

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Brianna tackles the balancing beam.

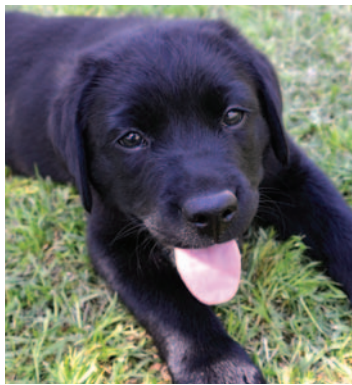
NEWS AND EVENTS

Here are some important happenings in the Guide Dogs NSW/ACT calendar. To stay even more up-to-date, visit our website: www.guidedogs.com.au.

Holiday Operating Hours

To contact Guide Dogs during the Christmas holidays, please call our Chatswood office on: 02 9412 9300.

If the office is not attended, you can leave a message and we will return your call at the earliest opportunity.



Chief Executive Officer's message



Charity fundraising in the spotlight

You may have seen a flurry of media coverage about charities during October. A *Daily Telegraph* article focused on 'Cost Of Fundraising' ratios. It was based on a league table of charities and the amounts spent to raise money.

Thanks to you, Guide Dogs NSW/ACT appeared close to the bottom of the table, and is by far the largest organisation maintaining a cost of fundraising ratio under 10%. The use of ratios to compare charities is challenging, as every organisation raises its funds in different ways and there are currently no universal accounting standards.

That said, I hope you are proud to see us at the 'right' end of this table. Our clients can call upon our services at any time throughout their lives, and in order to ensure we are there for them whenever and wherever they need it, we take a sustainable approach to our fundraising, respecting the commitment and investment you make in the organisation. This in turn keeps our costs low.

Charity Name	GROSS FUNDRAISING REVENUE	COST OF FUND RAISING	COST RATIO	Charity Name	GROSS FUNDRAISING REVENUE	COST OF FUND RAISING	COST RATIO
Surf Life Saving Foundation Inc	\$23,800,013	\$14,822,496	62%	Oxdam Australia	\$49,424,000	\$11,282,000	23%
CareFlight (NSW) Ltd	\$11,197,470	\$5,710,041	51%	Smith Family, The	\$36,582,000	\$8,008,000	22%
Make-A-Wish Foundation	\$11,873,688	\$6,040,930	51%	The Australian Museum	\$1,383,000	\$288,738	21%
Day of Difference Foundation	\$1,558,075	\$751,014	48%	Vision Australia Ltd	\$30,622,000	\$6,369,000	21%
SIDS and Kids NSW	\$1,157,809	\$549,320	47%	Bravehearts Inc	\$252,918	\$39,733	16%
Children's Medical Research Inst	\$6,766,000	\$3,139,000	46%	Childfund Australia	\$34,603,242	\$5,388,469	16%
Barnardos	\$4,485,570	\$1,804,180	40%	Mission Australia	\$26,492,259	\$4,117,399	16%
Starlight Children's Foundation Aust	\$17,045,303	\$6,555,425	38%	Compassion Australia	\$62,186,823	\$9,573,508	15%
National Heart Foundation	\$45,760,000	\$16,864,000	37%	Care Australia	\$24,789,361	\$3,795,447	15%
Multiple Sclerosis Ltd	\$13,130,440	\$4,637,592	35%	Medecins Sans Frontieres Australia	\$56,780,004	\$8,010,550	14%
Australian Chamber Orchestra	\$4,764,321	1640257	34%	World Vision Australia	\$271,605,156	\$37,699,912	14%
St John Ambulance Australia NSW	\$118,304	\$40,672	34%	Camp Quality Ltd	\$13,367,887	\$1,680,134	13%
Amnesty International Australia	\$22,656,952	\$7,736,964	34%	Coast Shelter	\$361,463	\$38,700	11%
CanTeen	\$12,898,733	\$4,391,971	34%	RSPCA Australia Inc	\$896,490	\$95,566	11%
Leukaemia Foundation of Australia	\$14,853,604	\$4,969,902	33%	WIRES	\$1,142,682	\$121,780	11%
Cancer Council Australia	\$5,234,700	\$1,653,302	32%	Guide Dogs NSW/ACT	\$18,509,511	\$1,738,327	9%
Australian Conservation Foundation	\$19,049,614	\$5,126,234	27%	Australian Cancer Research Fdn	\$7,573,391	\$520,705	7%
Cerebral Palsy Alliance	\$16,424,000	\$4,385,000	27%	Arthritis Foundation of Australia	\$2,339,127	\$154,201	7%
Australian Red Cross	\$66,449,000	\$17,707,000	27%	Alzheimer's Australia NSW	\$5,220,059	\$173,283	3%
Habitat For Humanity Australia	\$2,918,583	\$762,119	26%	Royal Flying Doctor Service of Aust	\$4,724,361	\$148,707	3%
Save The Children Australia	\$44,185,666	\$10,909,690	25%	Diabetes Australia	\$1,373,457	\$22,652	2%
ActionAid Australia	\$4,433,960	\$1,053,701	24%				
				Total Charities:	\$1,001,001,596	\$220,516,621	22%

At only 9%, Guide Dogs' Cost Of Fundraising is one of the lowest reported.

Source: The Daily Telegraph October 23, 2011.

We take our responsibility and accountability to you very seriously. In days when money can be tight for many people, I hope this reassures you that Guide Dogs is a responsible steward of your generosity and an organisation you can trust.

Graeme White
Chief Executive Officer

A new face for Guide Dogs

To help us give back to our supporters and friends, Guide Dogs NSW/ACT is now on Facebook. The new Facebook page has been launched and will allow us to communicate more frequently with you. Please visit our page and share photos and stories, follow the Guide Dog journey, hear inspirational stories and keep up to date with all the latest news and events.

Please spread the word and 'like' our new page facebook.com/guidedogsnewswact.



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Visions is produced using paper stock harvested from sustainable forests.

You can view our privacy statement on our website at www.guidedogs.com.au.

Clients spring into cycling action

On a beautiful sunny Sunday morning in October, 8000 bike riders mounted up at 7 a.m. to enjoy the sights of Sydney's city and inner west as the Bicycle NSW Spring Cycle kicked off. Included in that number were the "Doggy Peddlers", a 16-strong team from Guide Dogs NSW/ACT, featuring six clients riding on tandem bikes, partnered by staff and volunteers.

The route took them from North Sydney, across the Harbour Bridge, through the Royal Botanic Gardens, over the Anzac Bridge, into the inner west of Sydney, and finished up at Olympic Park.

The team members had previously had a chance to put in some 'tandem practice' in the weeks leading up to the event, which meant everyone was familiar with their bikes. The ride was a great opportunity for people with impaired vision to interact and work together to achieve a common goal. Client Nathan Johnston sums up his experience: "It was great because you got to ride in a bunch from the start and across the Harbour Bridge without any cars. Once the field spread out we got some speed up. It was a bit of a challenge but all in all, a great day out."

Guide Dogs' research support officer, Nicole Holmes, who is vision impaired, made the ride on a tandem with colleague Ryan Jones: "It was a great event, with a few challenges where the path got a bit narrow, but I had a lot of fun!" she said.

With plenty of support from roadside on-lookers and fellow cyclists, the Doggie Peddlers successfully completed the 55 km journey, proving that vision impairment is no barrier to the enjoyment of a healthy, active lifestyle.



They made it! Doggy Peddlers pose for a photo at the finish point. Pictured (from left to right) are Charlie McConnell, Nicole Tiltson, Peter Hammigan, Majella Knobel and Mike Ryan.

To welcome 2012, *Visions* will be receiving a makeover ... starting with a new name! Look out for our updated newsletter in March.

Roselle's tail of unselfish loyalty

Michael Hingson and Roselle first met on November 22, 1999 at Guide Dogs for the Blind in the United States. Roselle was Michael's fifth guide dog and according to Michael: "It was obvious from our very first walk together that we were a perfect match." The teamwork that Michael and Roselle developed would be put to the ultimate test.

On September 11, 2001 Michael Hingson and Roselle were in their office on the 78th floor of Tower One of the World Trade Center. Working as a team, Roselle led Michael, along with the others on their floor, through the darkened stairwell and down 1463 steps to safety – just moments before the building collapsed.

"What Roselle did that day and in fact every day she and I were together is nothing less than the strongest possible evidence I can provide of the value of teamwork and trust," remarked Michael. Without her determination, loyalty and excellent training, the pair and many of Michael's co-workers would not be alive today.

Michael Hingson and Roselle shared an even more special bond after the tragic events of September 11.



New lead role for Guide Dog Cameo



Tarhnee has been given a new lease on life since being matched with her first Guide Dog, Cameo.

On the eve of the birth of her fourth child, Tarhnee was also getting ready to welcome another member into her clan – her first Guide Dog, Cameo.

Tarhnee, who has been vision impaired since she was a toddler, previously used a long cane to get around but had wanted a Guide Dog since she was a teenager. In fact, Tarhnee attended Labrador State Primary School, so Labradors were always in her plan!

Cameo was a member of the June Guide Dog graduation group and was quickly matched with the Murwillumbah mum. Tarhnee was very excited to finally meet Cameo: “I was smitten by her. It took a while to sink in that she was going to be my Guide Dog. I was elated.”

Together, the pair received five weeks training from Guide Dog Instructor Deena Richardson who showed them how to work as a team and to travel around safely. “Cameo is giving Tarhnee back the confidence to travel independently,” remarks Deena.

Whilst the dynamic duo are still getting acquainted, Cameo is already a valued family member. “I feel so much more comfortable. I notice a big difference, she’s such a vital part of my life. I love Cameo,” smiles Tarhnee.

Giving back to Guide Dogs

After receiving a wide range of services from Guide Dogs over the past six years, Colin, a cane user, has decided to leave a very special gift to the organisation. To thank Guide Dogs for the help he has received, Colin has decided to include the organisation in his Will.

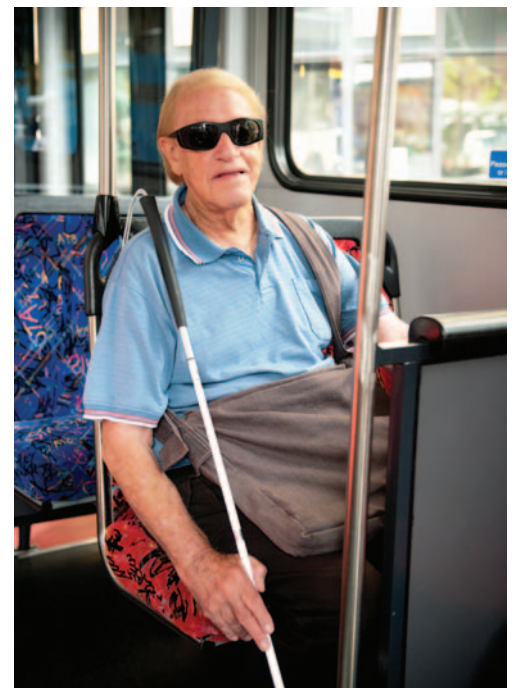
Colin contracted Lyme’s disease from a tick bite at the age of 25, and his vision started to slowly deteriorate about 10 years ago. In his younger years, Colin travelled the world as a professional figure skater and performed for a range of world-class production companies in America and Europe. However it wasn’t until he returned to Sydney, where he hung up his skates and took up teaching his trade at the Macquarie Ice Rink, that he realised how his vision impairment was affecting his life.

“It got to the stage where I would have to call over my students, so they were right in front of me, just so I could memorise what colour outfits they were wearing so I could identify them when practising on the rink. At that point I knew I had a serious problem so I sought Guide Dogs’ help,” said Colin.

Initially Colin was very reluctant to be seen in public with his cane, but after realising how independent he could be, he has since received additional training from Guide Dogs in the use of GPS and other mobile technology. Colin can now be seen all over Sydney, especially on a ferry to Manly where he loves to go on a day trip for some tasty fish and chips.

When asked why he had decided to leave a bequest to Guide Dogs, Colin had a very simple response. “Guide Dogs has given so much to me over the past six years, that I just wanted to give something back to them. If it wasn’t for Guide Dogs I would have wasted my life away, just sitting at home,” concluded Colin.

To find out how you can also leave a special gift to Guide Dogs, visit www.guidedogs.com.au/bequest.



Colin decided to leave a bequest to Guide Dogs after receiving a range of services.

Vision loss no confidence stopper for Simone

About to move to Japan for a new project management job in 2007, Simone Cottom's world was shattered when meningitis, shingles in her eyes and a stroke stole her sight.

But since receiving assistance from Guide Dogs NSW/ACT in how to get around safely, the 43-year-old has been rebuilding her confidence and is determined to not let vision loss stop her from living life to the fullest.

Through your support, Simone has learnt how to use a long cane; received orientation training to find her way around university to upgrade her skills; and had the opportunity to re-ignite her love for snow skiing.

"Thanks to Guide Dogs I can get around without relying on others," said Simone, a former ski instructor, who is now trying out for the Paralympics in snow skiing.

"When studying my Master degree in project management, instructors came to uni with me to show me how to get from home to the campus via the train station, and where my lecture rooms were.

"And if Guide Dogs hadn't run its snow skiing camp at Perisher this year, I wouldn't have realised that vision loss doesn't have to limit me from doing my favourite things."

Eager to celebrate her new independence, Simone jumped at the chance to represent Guide Dogs NSW/ACT for International White Cane Day on 15 October.

Joining forces with NSW Health Minister Jillian Skinner, Simone encouraged the public to step into the shoes of people with impaired vision and consider the importance of the white cane in providing independence.



A keen skier, Simone Cottom is now trying out for the Paralympics!



NSW Health Minister Jillian Skinner and Simone take a walk on International White Cane Day.

Love Facebook? Visit our new page at www.facebook.com/guidedogsnswact and "Like" our page to receive all the latest Guide Dogs updates.

Introducing ... Scarlett!



Four-month-old Scarlett is already a very well socialised pup ... she lives with a family of seven! However, that's not all of her family members. Scarlett also shares the family home with a dog, cat and two guinea pigs. Needless to say, Scarlett doesn't have the opportunity or the time to be bored.

Scarlett's puppy raisers have said that she is a very affectionate pooch who loves to be picked up and snuggled. Although Scarlett likes her downtime, she definitely has energetic moments. She is particularly fond of rainy days, as it means that there are plenty of puddles to jump into ... and lots of mud to roll around in!

In terms of obedience, this adorable Guide Dog recruit can sit, stay, wait for her dinner and is now learning how to drop and negotiate stairs. Well done Scarlett!

Are you interested in learning more about puppies like Scarlett, and all the happenings at the Guide Dogs Centre? You might like to join our Puppy Pals program. You can sign up using the coupon on page six of this newsletter, or on our website: www.guidedogs.com.au.

Yes, I would like to help Guide Dogs ...

Contact name _____
(Mr/Mrs/Miss/Ms/Other) _____
Address _____

State _____ Postcode _____
Phone () _____
Fax () _____
Email _____

- I would like information about:
- leaving a gift in my will to Guide Dogs NSW/ACT
 - fundraising
 - services for people with impaired vision

To help our fundraising, we may make our list available to like-minded organisations. If you prefer us not to share this information, please tick this box .

I am sending a **single gift** of:
 \$25 \$50 \$100 \$ _____ (my chosen amount) Or

I would like to be a Puppy Pal by donating a **fixed monthly gift** of:
 \$15 \$20 \$30 \$ _____ (my chosen amount)

Please find enclosed a (**for single gifts only**):
 cheque money order (payable to Guide Dogs NSW/ACT)

Please debit this card:
 MasterCard Visa Amex

Card number: _____

Expiry date: /

Name on card: _____

Signature: _____

Complete this form and return in an envelope (no postage needed) to:
Guide Dogs NSW/ACT
PO Box 496
North Sydney NSW 2059

All donations of \$2 or more are tax-deductible. Credit card donations can be made by phone (02) 9412 9300 or online at guidedogs.com.au. **Thank you.**

Guide Dogs merchandise - great products, delivered to your home

To order, phone 1300 362 922 or visit www.guidedogs.com.au/shop.
Many more quality products are available!

Guide Dogs christmas cards

Pack of 10 with five designs featuring gorgeous Labrador puppies with a simple "Merry Christmas" message on the front and "Best wishes for Christmas and the New Year" inside.

17 x 12cm



2012 Guide Dogs calendar

The 2012 Guide Dog calendar continues with the ever-popular theme of Labrador puppies with other breeds. This wall hanging calendar features a new glossy colour photo and a Guide Dogs fact for each month. The squares are large enough to make notes in and the numbers are large bold print for easy reading. Includes school and public holidays.

Page size: 34 x 24.5cm



2012 Guide Dogs slim diary

Designed to fit neatly into a pocket, briefcase or handbag and bound in a soft and flexible light blue cover this diary includes Australian and international public holidays, school terms, 2011 and 2012 reference calendars, a 2012 year planner and a notes and address section.

8.5 x 16cm (closed)

Portrait layout



2012 Guide Dogs business diary

This vinyl bound day-to-a-page Collins business diary includes international time zones, staff holiday planner, international dialling codes, public holidays, conversions for measurements and paper sizes, a notes section, reference calendars, a 2012 current planner and a 2013 forward planner.

Quarto size (19.5 x 26.5cm closed)

Portrait layout

