



Don #XXXX

John Citizen
111 Station Street
Suburb State 0000

Dear John

First Aid in Schools Appeal 2016

'MUMMY! He's not breathing!'

Imagine blissfully relaxing beside a resort pool without a care in the world – only to be jolted awake by those frightful words.

Then suddenly, reality hits as you watch a small, limp body being pulled from the water.

Dead or alive. You don't know.

This was the sickening thought haunting Tracey's mind as she looked up in disbelief.

The last thing she then expected to see was her own daughter, 8-year old Mia, in control of the scene. Calling for help and attending to the child – all while remaining calm and composed.

These were the events that took place at a Port Douglas resort in September 2015 when 4-year old Ethan slipped on the pool step and knocked his head. Seconds later he was unconscious, submerged in water, without a sound.

But luckily, one girl noticed. And luckily for Ethan, that girl was his new buddy, Mia.

Mia completed the St John **First Aid in Schools** Program at her local primary school in the inner suburbs of Melbourne in May 2015. And according to her mum, that was the reason Mia responded so competently that day.



"Mia held Ethan tightly as he continued to slip from her arms. When the ambulance arrived, Ethan slowly regained consciousness while Mia stood over him repeating questions she learnt at school, such as 'What's your name?', 'What day is it?' and 'How many fingers do I have up?'" recalled Tracey.

After the paramedics attended to Ethan, they confirmed he would make a full recovery – praising Mia for her quick thinking and life-saving actions.

The St John First Aid in Schools Program plays a vital role in our community.

Launched in 2012, the St John First Aid in Schools Program is designed to educate children on how to assist in emergencies, whether at home, at school or on the sports field.

Today, Mia is just one of over **344,000** Victorian primary school students who have received First Aid training from St John Ambulance Victoria – **all at no cost to schools or parents.**

At St John, we believe that age is no barrier to First Aid awareness and responsibility. And every day, we hear more stories of children like Mia showing natural leadership in medical emergencies.

Complete, tear along perforation, moisten edges and fold over to seal



First Aid in Schools Appeal 2016

Please donate before 30 June 2016 to help St John train 175,000 children this year

YES. I'd like to help St John train more children through First Aid in Schools in 2016

\$60

\$120

\$240

\$ _____

will train
6
school children

will train
12
school children

will train a class of
24
school children

your choice

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Suburb State 0000

I would like to pay by:

Cheque / money order payable to St John Ambulance Australia (VIC) Inc

Please debit my credit card: Visa Mastercard AMEX Diners

Card number: Expiry date: /

Cardholder name: _____

Signature: _____

Your email address: _____

Donations of \$2 and over are tax deductible. Donate before June 30 and claim your tax deduction this year.
ABN 69 061 844 380

Did you know?

Online donations reduce our costs significantly. So please visit stjohnvic.com.au/donatenow to donate to our First Aid in Schools Program today.

“We are super proud of Mia and congratulate our school and St John on delivering such a wonderful program. It has saved at least one life, that’s for sure,” said Tracey.

Now we want to empower more children to step up in an emergency – just like Mia did.

It’s no surprise that Tracey was overwhelmed by Mia’s actions in saving Ethan’s life. And it’s no surprise that demand for our program is on the rise as word continues to spread.

But as a self-funded charity, St John can only afford to train so many children.

That’s because our First Aid in Schools Program receives **no direct government funding**. Yet we continue to deliver it at no cost to our community.

By the end of 2016, St John is aiming to train 175,000 Victorian primary school children. It’s an ambitious target, we know. But with your help, I am sure we can get there.

At a cost of just \$10 per child or \$240 per class, your gift today will genuinely help us get one step closer to achieving our goal.

If you were Ethan’s parents, I’m sure you would agree that it’s a small price to pay for one precious life.

So please donate today by sending the attached coupon provided or by calling **(03) 8588 8888**.

Alternatively, you can donate online via stjohnvic.com.au/donatenow.

Your support will change lives.

Yours sincerely



Stephen Horton
Chief Executive Officer



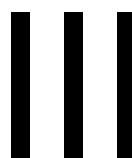
*The names and details of this true story have been changed to protect the identities of the children and families involved.

P.S. Water-related emergencies like Ethan’s can strike at any time. But heart attacks, strokes and falls are also commonplace. And although no child should have to be relied upon in such situations, their ability to respond should not be underestimated.

So please, help us train more children this year by visiting stjohnvic.com.au/donatenow, calling **(03) 8588 8888** – or by filling in the coupon below and returning it to us **before 30 June 2016**.

Delivery Address:
PO Box 567
MOUNT WAVERLEY VIC 3149

No stamp required
if posted in Australia



St John Ambulance Australia (Victoria)
Fundraising Department
Reply Paid 567
MOUNT WAVERLEY VIC 3149