

Chair of Musculoskeletal Medicine Appeal

Arthritis & Osteoporosis Western Australia 2011



Contents

Message from the Chief Executive Officer	3
A Tradition of Advocacy and Care	4
Arthur's story	6
Jessie's Story	7
The Facts about Arthritis and Osteoporosis	8
The Challenge before Us Now	10
The Professor's Role	12
The Financial Challenge	13
The "Chair of Musculoskeletal Medicine" Appeal	13
Recognition of Donors	15
How you can Help?	16

Message from the Executive Director - Ric Forlano

Since its beginning in 1972, Arthritis & Osteoporosis WA has worked diligently to reduce the incidence and disabling effects of arthritis, osteoporosis and related conditions in the people of Western Australia through programs in care, education and research.

In 1991, with generous support from the Wyllie family and others, we built the Wyllie Arthritis Centre which apart from our offices houses a hydrotherapy pool, gymnasium, seminar and board rooms, cafe and book shop all designed to meet the specific specialist needs of our community of patients and their families. We represent over 11,000 patients with bone and joint disease. Hundreds have benefitted from our support services and care.

For many years we have worked to establish a Professorial post in Musculoskeletal Medicine at the University of Western Australia. This endeavour increased in momentum in the last five years and today we are pleased to say we now have an agreement with the University of Western Australia and the North Metropolitan Area Health Service to create this Chair. The position will be advertised later in 2011 with a view to making an appointment of the new Professor to start in 2012.

The Chair is a vital next step in the development of support for the rapidly growing numbers of ageing people afflicted by the various forms of this disease. We believe the new Professor will become vital to the training of many new doctors who will specialise in the field. New cutting edge research undertaken at the university may well provide answers for better treatments and even a cure with the advent of stem cell technology.

Arthritis & Osteoporosis WA has committed to funding one third of the salaries involved for the new Professor, to provide for an initial establishment cost and to build funds for research by the new appointee and his team. We need to raise \$3 million.

From April 2011, we will conduct a fundraising appeal to our key supporters and other friends, personal family trusts and interested organisations to raise this money over a five year period from 2011 through 2015.

This is an exciting time in our near 40 year history.

I hope that you will assist us by supporting this vitally important fundraising Appeal in 2011.

Ric Forlano

Executive Director

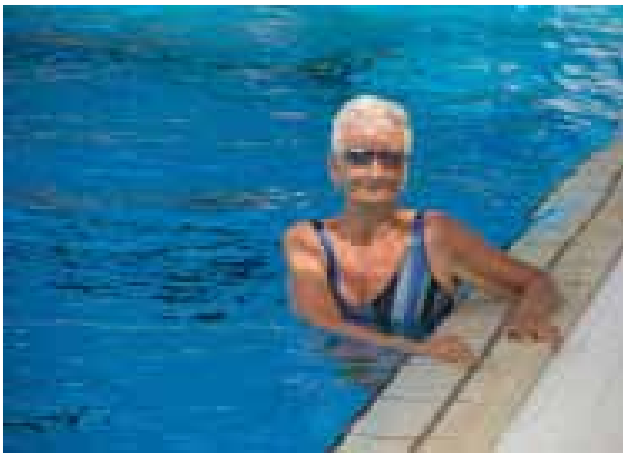
A Tradition of Advocacy and Care

Arthritis & Osteoporosis WA is a non-profit, non-government organisation and the focus group for musculoskeletal disease in Western Australia. We owe our beginnings to three rheumatologists, Drs Phyllis Goatcher, Evan Owen and Roger Dawkins who saw the need to give more extensive care, to undertake more education and to fund and do more research.

In 1972 we were known as The Western Australia Arthritis and Rheumatism Foundation and began work from an office in Murray Street provided free by the ANZ Bank. In 1991 our name was changed to The Arthritis Foundation of WA Inc., and in 1994 after a successful fundraising appeal, we moved to our present headquarters, the Wyllie Arthritis Centre named after Mr Bill Wyllie in appreciation of his considerable generosity.

More recently we have adopted, and now use for the first time, the trading name Arthritis & Osteoporosis WA.

In addition to staff offices, the Wyllie Centre enables Arthritis & Osteoporosis WA to offer an innovative and holistic approach to its delivery of core education and welfare services for patients and their families including the hydrotherapy pool, a gymnasium, seminar and board rooms for lectures and mutual support group discussions. We have a cafe and book shop for those attending our facilities to relax and enjoy company over lunch or morning tea and acquire relevant reading materials.





Our general fundraising program supplemented by modest fees for some of our services together with some rental income enables us to provide these facilities and support.

These days a growing number of patients and their families come to us. Bone and joint disease impacts on our whole society to an extent far worse than imagined and way beyond the obvious issues of just seeking medical advice. We have pro-actively focused on implementing strategies and respectfully working alongside families to develop skills, resiliency and self-sufficiency for patients who are finding it difficult to do simple things.

Arthritis & Osteoporosis WA is actively supported by rheumatologists and endocrinologists who refer patients to our centre.

We are a long standing and reliable organisation providing critical help to patients and their families. Our holistic approach provides options that allow for a flexible, tailored response to immediate client needs.

Arthur's story:

I had arthritis from about the age of 53. I don't really remember exactly when I first had a diagnosis but my hands were becoming stiff and sore. In the years that followed the disease affected my limbs and movement. The pain was constant and, at times, unbearable.

I am in my eighties now and my joints are swollen. The use of my hands these days is very limited. I can't turn taps. I can't wash so well and it is lucky most of my hair has gone.

I have changed all of my clothes to have buttons removed and replaced with Velcro strips. That's the only way I can dress myself. It is an effort to keep moving, but move I must as that is the best way for me to manage my disease.

My wife has passed away but, thank God, I am not alone. The Foundation provides me a place to go for therapy and friendship. I use the hydrotherapy pool. I meet others who are worse off than me and we enjoy lunch or a coffee and keep our spirits high together.

Arthritis & Osteoporosis WA holds seminars that we can attend. I can access any information. My rheumatologist says being involved with Arthritis & Osteoporosis WA will keep me going.

And that is the main challenge for me... to keep moving. I worry about being too bad that I am bedridden.

My mother and father both lived well into their nineties, so I expect to have to manage my arthritis for many years yet



Jessie's Story

Jessie Soden was 2 years old when she was first diagnosed with Juvenile Idiopathic Arthritis. Her parents took her into the hospital when it became apparent their toddler couldn't stand up on her legs. Since then, Jessie has spent a large part of her young life in hospitals and doctors' rooms.

When Jessie was 10, she complained of a stomach ache. Her mum, Sam, asked her how painful it was. Jessie replied...

“It's not as bad as my usual arthritis pain”

Sam dismissed it as a regular stomach ache. It turned out that Jessie had appendicitis!

She recently had to be confined to a wheelchair after she had cysts in her knees drained and steroids injected. The pain of her arthritis will often keep her awake at night and she frequently falls asleep during classes at school.

But it's the isolation that Jessie finds the hardest – sitting alone at lunchbreak while her friends are running around on the playground, having to sit on a chair at assembly because she can't sit cross-legged with the other kids, and constantly having to explain her disease when arthritis is so commonly considered to be an 'old person's disease'.

Jessie now undergoes chemotherapy treatments to control her arthritis. This has given her some relief from the pain of her arthritis, but she has to cope with the ensuing nausea, fatigue and other side effects too.



The Facts about Arthritis and Osteoporosis

Arthritis is joint inflammation with over one hundred different forms of rheumatic and musculoskeletal diseases coming under the definition. It may be mild, moderate or severe, but arthritis always causes chronic health problems and inflicts a heavy financial burden on the community and the economy.

Osteoporosis is a silent robber of bone density causing bones to become very fragile and more easily to break.

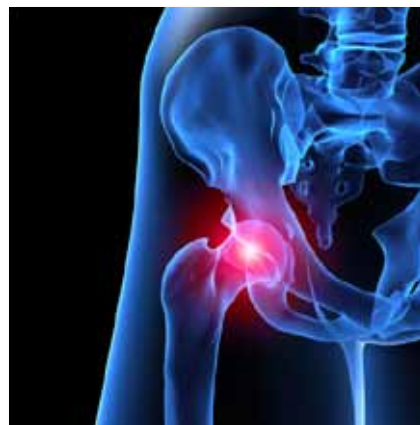
Bone and joint disease is the epidemic of the 21st century. It is the main cause of disability and chronic pain in Australia and both Commonwealth and State governments must become very concerned about ways to deal with, and improve health outcomes for these patients.

Compared with other national health priorities, more people have arthritis than any other condition. The cost of treatments for arthritis is greater than for asthma and diabetes put together. The disability cost to Australia is equal to that of dementia and second only to depression.

- One in five Australians has the painful disease that is arthritis. (Near 4 million people today are arthritic and that number is expected to be 7 million by 2050).
- In Western Australia, 372,000 people have arthritis and that will become 800,000 by 2050.
- The total cost of arthritis to Australia is \$23.9 billion per annum. 20% of the cost falls to the health system and 60% falls on those living with the disease. The balance of the cost is the effect of reduced employment, absenteeism from work, loss of productivity, the informal care and assistance given by family and friends and the costs for aids and devices to assist daily living.
- The non-financial considerations, but nevertheless still a measurable cost, are active healthy periods lost to arthritis which amount to 91,479 years. Premature death caused by the disease amount to 2,376 years.
- Osteoporosis presently affects 2.2 million Australians. Every five minutes someone is admitted to hospital with an osteoporosis fracture.
- Osteoporosis affects one in two women and one in three men over the age of 60. Women are most at risk because of the hormonal changes that occur during menopause.
- Hip fractures make up 37% of all fractures in people over 55 years of age. The pain and disability of a hip fracture leads to a

loss of independence, early admission to nursing homes and other long term care.

- Osteoporosis fractures are major causes of injury, long term disability and even death as recovery for older people is often very slow and a broken hip can mean a life sentence in bed.
- Our older people are often unable to turn a tap on or off. They cannot fasten buttons on clothing, boil a jug, lift an iron, open a can or even lift their arms high enough to wash their hair. Those living with severely crippled hands, feet and limbs find it difficult to manage personal hygiene.
- And then there is the loneliness. Many older people find that later in life they are without a partner. If they are hospitalised for a time they return to an empty home with no one to care for them.



The Challenge before Us Now

Here's the bottom line. Musculoskeletal disease affects almost all of us at some point. With modern medicine providing cures and wonderful treatments for almost everything, Australians are living longer. And as we all reach our seventies and eighties (and many older than that), the only thing left for us is for the body's joints and bones to wear out.

Thirty percent (30%) of all appointments for medical consultations in Australia are about arthritis and osteoporosis.

As yet, there is no cure for the deterioration of our bones and joints with age, never mind the severe and disabling disease of the young, not to say there will not be a cure in future..., that is part of the challenge. We have to be proactive... we have to accept the situation is able to be improved and do something about it.

With the problem so great for the future, we need a world class leader. In 2012, we will achieve this by appointing a Professor of Musculoskeletal Medicine at the University of Western Australia.

The Government through the North Metropolitan Area Health Service partner us in this endeavour. They appreciate the need for someone to continue to lead the way forward given the huge developments that are occurring with increasing frequency in this field.

The University is our partner too. They know we need to train all doctors to have a good working knowledge of musculoskeletal medicine because all will frequently encounter its damaging effects. We also need more world class specialists. To do this we need someone who becomes the academic head of the discipline..., an inspiration to medical undergraduates, someone who will become a mentor to graduate doctors who will specialise in this field.

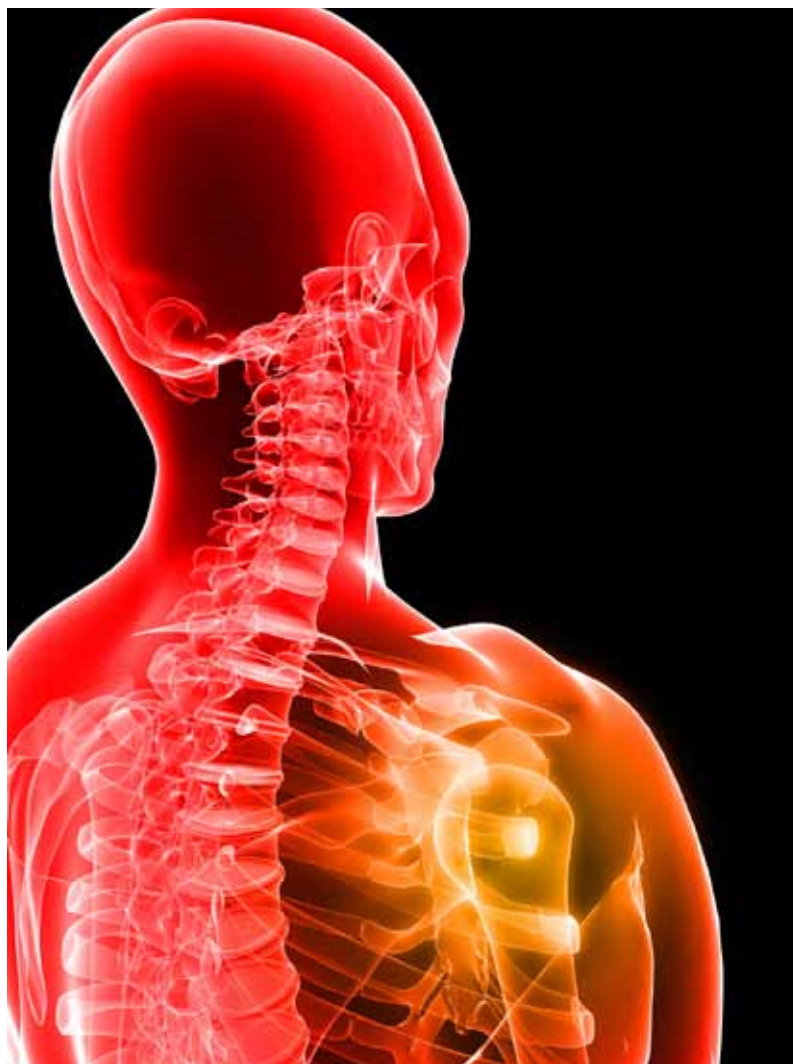
We are supported by all the leading Rheumatologists and Endocrinologists in Western Australia. Our Professor must become a professional helping them and answering their concerns as a leader in the field.

Arthritis & Osteoporosis WA needs someone to become a "spiritual" leader as well... to be available to speak in our forums, to stand up on our behalf to become an advocate for a better deal for the many who have these problems. If we can get the right person, this Professor will become very involved in bringing a great deal more attention to the disease through the media.

We therefore need someone who understands the cutting edge of research as well as being an excellent clinical practitioner. The real topical issues in research in this field are as follows:

- The identification of specific disorders and understanding their natural history.
- Stem cell research specifically to regenerate joint cartilage. It is now possible to grow patients' own cartilage and inject it back into joints.

- Regrowing bone cells stem cell to reverse the crippling effects of osteoporosis.
- We need smarter ways than pure joint replacement surgery. What are all the options?
- Research into the development of drugs that are slowing the degeneration of bones and joints.
- Research into genetics to determine components in DNA that predict bone and cartilage disease so that we can prevent or slow the onset.



The Professor's Role

After a most exhaustive worldwide search, the successful appointment will be made by the University of Western Australia and the North Metropolitan Area Health Service with advice from Arthritis & Osteoporosis WA.

The search will take place in the first half of 2011 with a view to making the appointment mid-year. The position will most likely be filled early 2012 to allow the successful applicant time to make the necessary changes.

He or She will become the Professor of Musculoskeletal Medicine within the Faculty of Medicine at the university.

The Professor will have clinical responsibilities and work in sessions for the North Metropolitan Area Health Service, primarily at Sir Charles Gairdner Hospital. To this end the successful applicant will have specialist qualifications recognised by the Royal College of Physicians, the Australian Rheumatologists' Association and their colleagues in Western Australia.

The appointment will be important in the University where the incumbent will take charge of undergraduate teaching and postgraduate supervision in the subject. It will be a critical role for the Professor to mentor recently qualified doctors to assist them to develop their clinical skills to effectively manage bone and joint disorders.

Though world class research is currently being undertaken in this state by a variety of groups, we hope the new Professor will act as a focus for all research activity. Arthritis & Osteoporosis WA will be increasing its financial commitment to research and it will be a requirement of ours that this money is spent effectively by the new appointee.

It is clear the focus of this position is as a future leader. To fully realise this vision, the successful candidate will also require an as yet unfunded team.

The Financial Challenge

The cost of the position will be around \$450,000 per annum. Space and administration staff will be provided by the University, while the North Metropolitan Area Health Service will fund the clinical sessions. Arthritis & Osteoporosis WA will provide money to establish and maintain the position for a minimum of five years and also provide the early extra funding for setting up the position.

We have the monies sufficient to begin however this is no short term, five year proposition. The problems of this disease will not go away in five years. This is a long commitment and we wish to endow the position and provide the research and development funds needed to find breakthroughs for those who need it.

The “Chair of Musculoskeletal Medicine” Appeal

Arthritis & Osteoporosis WA is embarking upon a \$3 million Capital Appeal. With committed funds in hand, this amount will maximise the ability of the new Professor to make a difference, ensuring research grants are available in 2012 and for the foreseeable future.

This will be a major and very special fundraising effort seeking pledged amounts over the next five years.

The Appeal will be directed to selected individual benefactors, philanthropic trusts, grateful patients and others associated with Arthritis & Osteoporosis WA.

The method of fundraising will be to educate prospective donors about the importance of what we are trying to do. We will then ask each potential donor to consider making a meaningful grant, sponsorship or cash donation up front or pledged over five years.

Our solicitations will mainly be face to face and, in this way, quite different from other fundraising activities that Arthritis & Osteoporosis WA employs for recurrent funding.

The Appeal target is \$3 million and we need to know this money has been promised over the appeal period 2011 - 2015 by the end of this year, 2011.

International and local experience suggests that the following are the “facts of life” in this type of capital fundraising –

- The top contribution, possibly a specific philanthropic gift, grant or sponsorship, probably with some recognition, even naming rights for the new Chair, needs to be \$1million or more.
- The top twenty gifts will reach better than 70% of the overall target.
- The participation of our current friends and supporters is vital to make the final amount possible. Gifts of \$10,000 to

\$100,000 (\$2,000 to \$20,000 pledged each year for five years) are likely.

- Gifts will be tax deductible.
- The Appeal will be actively promoted from April 2011 onwards.
- We will appreciate the voluntary efforts of patrons and our Board,

A wide range of philanthropic opportunities exist and gifts can be tailored to meet specific donor interests. While unrestricted gifts provide the greatest flexibility, there are identified designated gift opportunities such as the naming rights for the chair and individual research grants.

All donors of gifts at the levels of \$10,000 - \$25,000, \$25,000 - \$50,000, \$50,000 - \$100,000 and \$100,000 and more will be recognised prominently in Arthritis & Osteoporosis WA's headquarters and in the offices of the Professor.

The Special Gifts Leadership team will be pleased to discuss variations of these and other designated gift opportunities with any interested persons. The wishes of donors who do not want to be recognised publicly will be respected.

We reserve the right to fully and finally approve all aspects relating to the acceptance, use, recognition or other elements relating to any donations to this appeal.

Recognition of Donors

Arthritis & Osteoporosis WA will be pleased to receive any gift or sponsorship from individuals, Community supporters, Trusts and Foundations, Personal Family Trusts and friends. Donors are invited to spread their support over a five-year period.

Finding the cash to fund our share of the new Chair is the main focus but there are other important opportunities to fund the research activities of the new Professor and his staff at the UWA Medical School. In such a way partners might find it valuable to be recognised.

Recognition of those families, individuals and organisations making donations to the Appeal may take the following form:

- Naming rights for the principal sponsorship of the Chair.
- Naming rights for some research grants.
- All donors contributing to the campaign will be recognised by having their names inscribed on a special wall plaque to be displayed prominently in the headquarters lobby at Arthritis & Osteoporosis WA.
- All donors to the campaign will receive VIP invitations to an annual lecture by the Professor reporting on the state of the field, progress in research and other aspects about the disease and its problems.
- Each contributor will receive a special certificate of appreciation from the University of W.A and Arthritis & Osteoporosis WA.
- Promotional coverage and publicity will be available to recognise all gifts.

Special thanks go to Debbie Borshoff who has agreed to be Patron of this Appeal.

Debbie chaired the planning group during the preparation for this appeal. Her work with us over many years as a volunteer and her intimate knowledge of the needs of those who have arthritis and osteoporosis together with her standing in our community makes her ideally suited to help “champion” this cause. We are especially grateful to Debbie for her help.

Donations will be acknowledged in Arthritis & Osteoporosis WA publications and any media coverage.

How you can Help?

This “Chair of Musculoskeletal Medicine” Appeal is an important undertaking by the Board of Arthritis & Osteoporosis WA. It is all about securing a permanent academic leader at the University of W.A. who will become a champion in teaching and discovering better treatments for arthritis in future.

The patients, friends and families of Arthritis & Osteoporosis WA know how important we are. Many have come to us in desperation, looking to find the support and care needed to deal with their health issues. We provide the opportunity to learn and deal with the problems they face. Our seminars, treatment and exercise facilities play an important role in enabling patients to succeed in living with their disease.

We dream of being able to permanently fund a Chair in this discipline where additional doctors will be trained, where cutting edge research will be undertaken and where better treatments possibly even a cure for arthritis will be part of the future.

It all comes down to funding the Chair’s ambitions. It is no longer an idea..., it is vital and needed now.

The “Chair of Musculoskeletal Medicine” Appeal is a most important undertaking and gives all of us the chance to secure the future for this health discipline for Western Australia.

You can help make this happen. Through your interest and support, this capital campaign can start something new and exciting which will impact on the health of our community. A gift to this Appeal is a gift for the future... to help those who are dealing with arthritis now and provide for our ageing population who will need us in future.

You can do this by discussing with our Appeal leaders how you, your personal family trust or even a sponsored gift through your company can help establish the Chair. Here are some options:

- A five year personal pledged donation
- Your family trust makes a grant-in-aid
- Your company sponsors a research project where you are recognised
- You provide a gift of other assets or gifts in kind that may be converted to cash
- You provide goods or service to offset some of the expenditure to run Arthritis & Osteoporosis WA and your gift may be recognised as part of this appeal
- You plan to leave a bequest specifically for the Chair and research
- Gifts are tax deductible



**THE UNIVERSITY OF
WESTERN AUSTRALIA**
Achieve International Excellence

OFFICE OF THE VICE-CHANCELLOR
VICE-CHANCELLOR
Professor Alan Robson AM, CHWA
BAgrSc Melb., PhD W.Aust., FTSE, FAIAS
Hackett Professor of Agriculture

Our ref: db2809

8 March 2011

To whom it may concern

I congratulate the Arthritis Foundation for the initiative of its Board members and the Executive Director in its planning to develop a new Chair of Musculoskeletal Medicine at The University of Western Australia.

It has now been agreed between the Foundation, the North Metropolitan Area Health Service and ourselves to begin the process to make this happen.

We intend to advertise the position worldwide and make the appointment in this year with a view to having the successful candidate join us in 2012. The person we seek will be a strong clinical professional, have excellent research interests and lead post graduate studies in the field. The successful person will become an important member of the faculty at the university.

As Vice Chancellor I am delighted to offer the Foundation the wholehearted support of the university leaders in what you are about to undertake. I will do what I can to help and support your fundraising campaign.

Yours sincerely

Alan Robson
Vice Chancellor

*Office of the Vice-Chancellor, The University of Western Australia, M464, 35 Stirling Highway, Crawley WA 6009
Phone +61 8 6488 2808 Fax +61 8 6488 1013 Email Alan.Robson@uwa.edu.au*



Government of **Western Australia**
Department of **Health**
North Metropolitan Area Health Service

Ric Forlano
Executive Director
Arthritis WA (incorporating Osteoporosis WA)
17 Lemnos Street
Shenton Park WA 6009

Dear Ric

On behalf of the North Metropolitan Area Health Service (NMAHS), I am very pleased to endorse the new initiative to recruit and appoint a Professor of Musculoskeletal Medicine, under a joint funding agreement between the NMAHS, the University of Western Australia and the Arthritis Foundation.

The NMAHS will offer the successful appointee clinical sessions at the Sir Charles Gairdner Hospital where he or she will become an important member of the clinical staff delivering clinical care to patients, teaching and training and leading research in this area.

I congratulate the Arthritis Foundation for their endeavours and will be delighted to support the Foundation in these next stages of the campaign to find a suitable candidate.

I wish you well with your fundraising endeavours.

Yours sincerely

Dr D Russell-Weisz
Chief Executive
North Metropolitan Area Health Service

03 March 2011

Executive Suite 1 Floor, E Block, Sir Charles Gairdner Hospital
Hendry Avenue, NEDM ANHS 6009
Telephone: 08 9 430 7978 Fax: 08 9 430 1171

Winthrop Professor of Musculoskeletal Medicine at the University of Western Australia

Agreement between:

Arthritis Foundation of WA (Inc. Osteoporosis WA) (AFWA)

And

University of Western Australia (UWA)

And

North Metropolitan Area Health Services of Western Australia (NMAHS)

- The three parties mentioned agree to the appointment of the Winthrop Professor of Musculoskeletal Medicine at the University of Western Australia. The appointment will be a combined one between AFWA, UWA and NMAHS and be based at QE 11 Medical Centre/Sir Charles Gardner Hospital
- The initial appointment and agreement will be for five years with the appointment of the Winthrop Professor to occur before 30 June 2012. If a suitable candidate is not found before this date the commencement date can be extended by the parties. In the fourth year of the appointment the three parties will meet to determine funding for the next term.
- The estimated total cost for the first year is \$440,424 (plus any increase that may occur). This will also include the cost of an Administrative Officer (0.5 FTE). The allocation between the parties is detailed below.
 - UWA 26% (\$116,742)
 - AFWA 35% (\$153,546)
 - NMAHS 39% (\$170,136)This will include a minimum of 3 clinical sessions with the remainder being linked to teaching, training and administration
- A Job description will be developed by the three parties AFWA, UWA, NMAHS and each will have representation on the selection committee. Recruitment costs are usually in the vicinity of \$25,000 to \$30,000 for the appointment of a Professor. This is normally payable by the School of Medicine UWA. AFWA is to provide 50% of this cost.
- AFWA will provide an initial research grant
- Naming rights to the Chair will be available if a suitable benefactor is found. Otherwise it will be known as the Arthritis and Osteoporosis WA Chair of Musculoskeletal Medicine.
- UWA and AFWA will negotiate an agreement on the support of infrastructure and other possible start up grants

Signed:

Full Name and Position:

AFWA

Signed:

Full Name and Position:

UWA

Signed:

Full Name and Position:

NMAHS

This Appeal is important to Arthritis & Osteoporosis WA and the people who lead the Foundation.

It is important to our patients and their families today and the many more patients and their families of tomorrow.

It is important to our University in the teaching of new doctors who will specialise in this field.

It is important to fund research that may find better treatments and possibly a cure for the disease.

We sincerely trust that it is important to you and that you will help us now.

For further information contact:

Lee Saunders
Development Director

08 9388 2199
0418 377 340
lees@arthritiswa.org.au

Arthritis & Osteoporosis WA

17 Lemnos Street
Shenton Park WA 6008

PO Box 34
Wembley WA 6913