

From: Steynberg, Nicolene (gphealth) [mailto:Nicolene.Steynberg@gauteng.gov.za]
Sent: 2010-01-08 11:34
Subject: A "healthy" tip for 2010

Dear potential donor

Research shows that giving is good for your health! The Steve Biko Academic Hospital/Robert Kerr Cochlear Implant Program can give the health but we need the giving. Do you want to be healthy? Then we have an opportunity for you to give...

This hospital's Cochlear Implant Program reconnects disadvantaged hearing impaired children to the world of sound. The cost of an operation is R250 000 per child. We aim to raise R1-m in 2010 to give at least 4 children the opportunity to amongst other, "hear their mother's voice" for the first time – a life changing intervention!

Hearing is a basic sense, an obvious function that is often taken for granted. It connects us to people, our environment. We play, talk, express, and experience in sound. For hearing impaired people, the world can be a silent, isolated place and life's options can be limited.

However, restoring people's hearing becomes possible with a cochlear implant. It can literally bring a whole new world to a person who previously could not hear a thing! It can enhance children's education and employment opportunities. But most of all, they will have the opportunity to develop spoken language, communicate, live and love in sound and words.

You can be part of this "healthy" life changing experience by "giving" in 2010. We will keep all donors posted on the progress being made to ensure you share in the joy of each family that benefits from your contributions. As soon as our program is registered with SARS (soon) your gift will also be tax deductible – another "healthy" thought!

Please consider getting involved in one of the following ways:

- Volunteering your skills to raise funds for these operations.
- Signing a debit order form (attached). Monthly contributions, no matter how small, are essential to sustain the program.
- Once-off contribution.
- Sms noise to 39101 (or send regular one's!) to contribute R15.
- Or contact me to discuss any other way of contributing to this cause.
- Or watch this space for future fundraising competitions, events, etc that you could take part in.

I attach a picture of our most recent cochlear implant recipient, a few hours after the operation. She is doing very well and her mother announced on e-TV on 3 December that she can not wait to hear her 3-year old child says "mamma" for the first time!

If you are already contributing towards another cause, thank you for taking the time to read our story. Please spread the word to friends (forwarding this email) and notify me of any other possible donors to whom we could present our case.

We end off by quoting the joy of a mother whose child, Emma, age 3 received a cochlear implant:

I can now ...

Tell Emma jokes in the car
Teach her new songs and watch her dance
Talk to her from the next room
Read her stories when she's on my lap
Listen as she talks with her friends
Feel pride in her age-appropriate language skills
Understand exactly what she's saying
Marvel at her abilities in the classroom
Whisper "I love you" to her
Believe she can do and be anything she wants

[Sms "noise" to 39101 and contribute R15 towards a cochlear implant - Make A Beautiful Noise to a hearing impaired person!](#)

Kind regards

Nicolene Steynberg
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Steve Biko Academic Hospital Board
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Make A Beautiful Noise

Steve Biko Academic Hospital/ Robert Kerr Cochlear Implant Program

Surname: _____ Title _____
Initials _____

Address:

Tel/Cell:

Email:

I paid into your account/enclosed a cheque for

R _____

I wish to sponsor by debit order the amount of

R _____

Monthly

Quarterly

Half yearly

Annually

Day

As of (month)

Year

.....

Bank: _____

Branch _____

Account #: _____ Branch code

Name of account holder: _____ Type of account:

Please debit my Master Card/Visa/Amex/Diners Card with
R _____

Once Monthly Quarterly Half yearly
Annually

Day As of (month)
Year.....

Credit card

Expiry date Last 3 digits on back of card

I hereby authorize you to debit the above account with the amount stated until the order is cancelled by me in writing. Receipt of this instruction by you shall be regarded as receipt thereof by our bank.

Signed at _____ on this _____ day of

Signature

Bank details:
**Steve Biko Academic Hospital Board
Project Fund**
Absa Ben Swart Street
Account Number: 4074979623
Branch: 632005
Reference: Initials and surname

Please return this form to:
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Hospital**
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