



Sir Brian Bell  
Foundation  
Supporting Health and Education in PNG

# Our Journey

**2017 / 2018**





# Contents

- Introduction ..... 5
- We Support ..... 7
- Our Reach ..... 8-9
- Anglicare ..... 10
- Kisim Na Givim ..... 11
- Hope Worldwide (PNG) Inc ..... 12
- Project YUMI ..... 13
- First Aid in Schools ..... 15
- St John Ambulance ..... 17
- Boroko Rotary Club ..... 20
- Port Moresby Nature Park ..... 21
- Kumura Foundation ..... 22
- Operation Open Heart ..... 24
- Roberta Morlin ..... 25
- Buk Bilong Pikinini ..... 26
- Sir Brian Bell Centre for Tranfusion Medicine ..... 29
- Wish Tree Program ..... 30
- Businesses For Health ..... 32
- YWAM ..... 33
- Soroptimist International ..... 34
- Business and Professional Women’s Club ..... 37
- Salvation Army ..... 38
- Orange Day ..... 39
- Earthquake Relief ..... 40
- Haus Pikinini ..... 42
- Lighthouse Christian Academy ..... 43
- Gateway Children’s Fund ..... 44
- Susu Mama’s ..... 45
- Social Media Statistics ..... 46-47
- Media, News & Engagement ..... 48-49
- Our Community ..... 50-51



## Our Connection to Health and Education in PNG

The Sir Brian Bell Foundation has a desire to inspire the people of Papua New Guinea. This inspiration is driven from a historical connection Sir Brian had with Health and Education in PNG.

Since Sir Brian's passing, the Foundation has committed to continuing his legacy.

It is our vision to provide opportunities to people and organizations; to equip them with what they lack; to inspire and empower them to become the next generation of innovators, entrepreneurs, active citizens and ultimately the leaders of this country.

It is our mission to provide assistance towards individuals, organisations, and charities where we can do the most good in the areas of Health and Education. Since the Foundation's inception, we have achieved many milestones, some of which include, the launch of the largest Youth Health Education program, "Youth Blood Drive", the opening of the brand-new Sir Brian Bell Centre for Transfusion Medicine at Port Moresby General Hospital, First Aid in Schools supporting St John Ambulance in their mission to teach young people First Aid Techniques in schools and the donation of 2 new emergency Ambulances.

It is our goal to touch the lives of as many Papua New Guinean's as possible to help them achieve positive outcomes and promote change for the next generation.

**What we have already achieved gives us hope for what we can and must achieve tomorrow.**  
**President Barack Obama**



2017 / 18 **K5.4 Million**

2019 **K8 Million**

**Total Contributions Made**

The past two years have seen further establishment and continued growth for the Sir Brian Bell Foundation.

Since launching in mid-2016, we have had a desire to connect on a more regional platform across Papua New Guinea. This desire has been achieved for our programs and partnerships during this time which has seen our footprint reach further into regional communities. We are touching more Papua New Guinean lives than previously anticipated and 2018 has now set the benchmark for what we need to expand on in 2019.

The core ethos of the Foundation has been enhanced with the continuation and expansion, via our already established partner programs, including St. John Ambulance, Port Moresby General Hospital and the Brian Bell Group and many more that have been highlighted in this retrospect.

Whilst, the years past have delivered positive outcomes, our attention needs to focus on the goals for 2019 and ahead.

As the Foundation looks at our support strategies, we have set targets to review how we partner further with other key PNG charitable stakeholders but also with smaller 'grassroots' organisations and individuals who, with our support, would be able to deliver key health and educational programs and supplies to Papua New Guineans across the nation.

In addition to our current support portfolio, key areas of interest moving forward for the Foundation are technology, sanitation and regional health and medicinal access.

Our research into global best practise and understanding how breakthrough innovations are being used to enhance health and education deliverables; is building our mid-term goals to allow the Foundation to enter this space with a clear strategic position. With technology costs reducing and the scope of using smart technology solutions become more relevant than ever, it will be a requirement during 2019 and beyond that the Foundation investigates and reports on potential technology we should be supporting and funding.

The function and strategic mindset of the Sir Brian Bell Foundation is evolving every day. We are looking to challenge our partnerships to deliver more, we are finding new ways to fund programs and we are visually exploring the international landscape for learnings and innovation to support PNG with the funding we have available.

We see incredible opportunity for the Foundation to further assist the people of Papua New Guinea and I look forward to working with all of our key stakeholders, partners and every team member of the Brian Bell Group to achieve great things in the years ahead.

**I hope you enjoy Our Journey.**

*Bronwyn Wright*

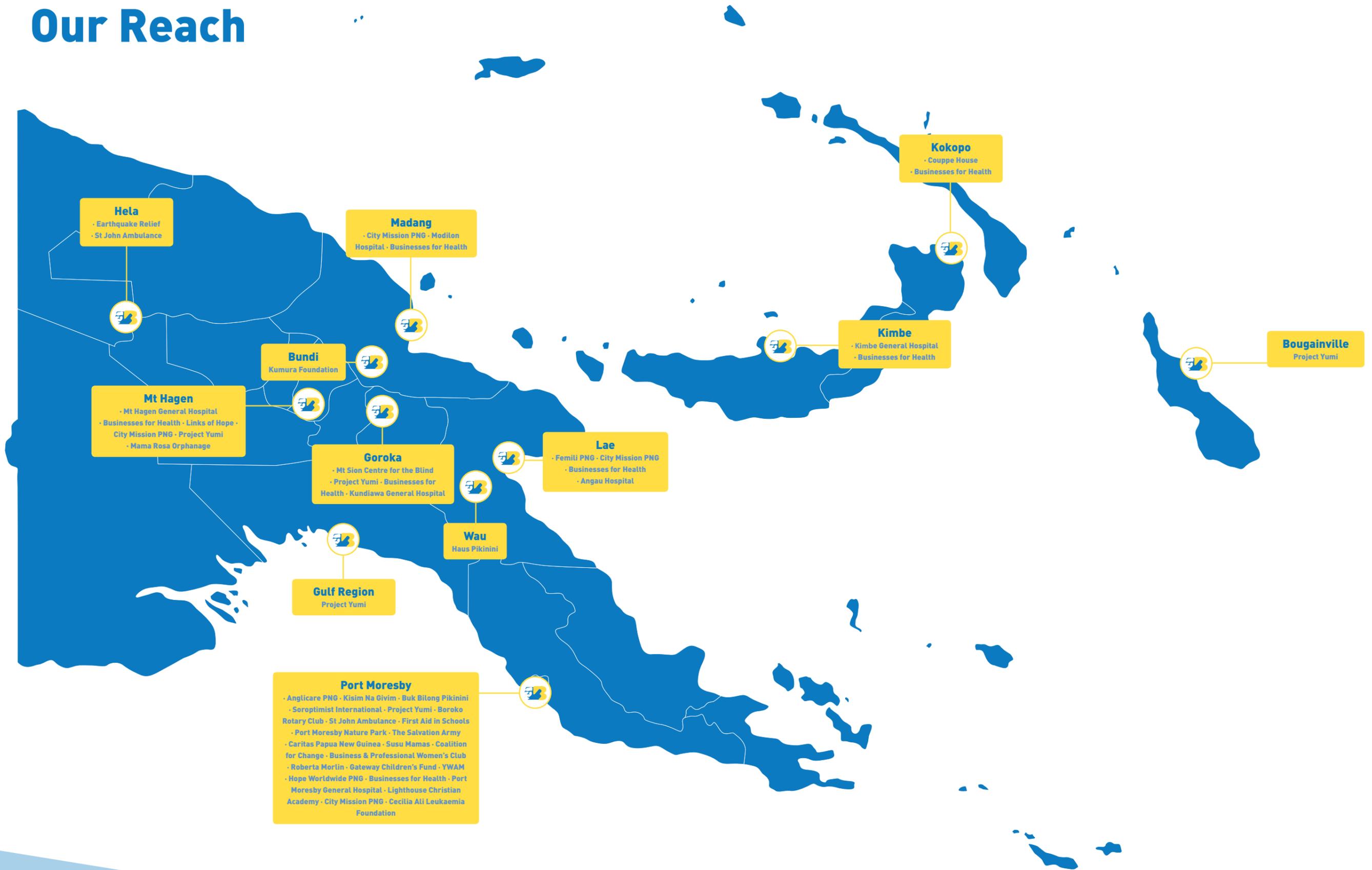
**Bronwyn Wright**  
Chief Executive Officer

## We Support



The Sir Brian Bell Foundation also receive many requests for support from individuals who are seeking emergency assistance. We often provide assistance when these requests are in line with the guidelines set by the Foundation.

# Our Reach



## Anglicare

The Foundation has proudly supported the work of Anglicare PNG in 2017 and 2018 and has committed to assist their efforts in the fight against HIV/AIDS in Papua New Guinea.

This support has allowed Anglicare PNG can continue to help their current 1000+ patients who are on lifelong treatment. These patients need a continuum of care and support through treatment after diagnosis. It is a proven scientific fact that early detection & continued treatment can lead to an extended lifespan while managing daily life with HIV/AIDS.

Sir Brian Bell was a pioneering champion to the fight against HIV/AIDS, with prior support provided to Anglicare Stop Aids and now with the next evolution of Anglicare PNG Inc. This latest donation is a commitment to Anglicare PNG Inc as the late Sir Brian Bell's express wish.

Anglicare Foundation Chairman Sir Kostas Constantinou, OBE received the donation from the Sir Brian Bell Foundation in the presence of Anglicare PNG Staff and other dignitaries. Sir Kostas Constantinou, commented, "I am excited to see Sir Brian's commitment to the people of Papua New Guinea being continued via his Foundation.

This donation will have a positive impact on so many Papua New Guineans and deliver real positive outcomes to many of their lives each day." Sir Kostas Constantinou, Chairman of the Anglicare Foundation, was incredibly grateful on behalf of the Anglicare Foundation & Anglicare PNG for the commitment being shown by the Foundation in their social and community responsibility.



**K200,000 donated to Anglicare to provide support and care to HIV patients across PNG**

### Drop in Centre (DIC)

Through this donation, the DIC will be able to open additional days during the week to feed nutritious meals to clients that are exceptionally sick and undernourished. Orphaned children, widows, couples and people rejected by families are registered at DIC. This additional funding will allow an increase in patients registered from the current number of 60.

Currently working on a budget of K600.00 per week, the donation will enable more clients to seek nutritious meals on a more regular basis as well as find additional counselling from the Anglicare PNG expert staff on site. The donation will enable the continuation of home patient visits where people are visited at home or hospital every Monday, Tuesdays and Thursdays with hygiene products for those who cannot afford it.

### Support Activities

This funding will also support areas where it is needed to utilise for the maximum benefit of the 1000+ registered clients.



## Kisim Na Givim

In 2018, when Anglicare launched a new project to empower communities and reduce poverty the Sir Brian Bell Foundation jumped at the opportunity to get involved. The most important resources in the community is human and social capital: individual skills experience and collective energy to make our community a better place. The Sir Brian Bell Foundation shares these values and is proud to support Anglicare PNG once again.

Anglicare's National Director Ms. Heni Meke said, "according to the United Nations approximately 39% of the population live below the government's official national poverty line, which means the percentage of people have very little income or nothing at all to access the basic services, this 39% of the population literally do not have discretionary funds to support their livelihoods". Piloted in Port Moresby to address poverty issues Kisim Na Givim has been put in place to assist HIV positive individuals to reduce stigma and get back into the workforce. Anglicare PNG looks forward to the day it will manage thousands of Cooperatives across

the length and breadth of Papua New Guinea with cooperatives converting their projects into "Social Enterprise" and becoming economically independent. This concept comes in three parts the Receiving (Seed), Giving Back (Seed Transfer) and the Top-up strategy (Additional). It is their goal to see this program being implemented in the Anglican Church communities and its partner communities across 11 Provinces in Papua New Guinea.

In 2018, 6 people were provided K3,400 says corporate manager Collin Andamale, "We have given seed capital (to the six people) with a time frame to use, make themselves a good profit and support their living," Andamale said. "The program will also see the emergence of the Cooperatives under the Department of Commerce Trade and Industry, we envision to have projects multiplied."

With support from the Sir Brian Bell Foundation who provided seed capital for the projects the Kisim Na Givim project has commenced and will continue to run successfully in 2019.

## Hope Worldwide (PNG) Inc.

Hope Worldwide PNG is a non-profit organisation which has supported PNG for over 20 years. Hope PNG started from a mobile caravan in 9 mile to now managing 4 health facilities in the country while also running programs in TB/ HIV prevention, treatment and care in the communities. In 2016 "Kisim Save Helpim Hauslain" (Gain Knowledge and help your neighbours) a program under Hope PNG was implemented to work with communities to help reduce HIV associated stigma and discrimination including violence particularly against key populations (female sex workers, homosexual, transgender) and other more vulnerable people in our community including youths.

Many people do not have access health services due to discrimination which in turn increases the HIV prevalence rate. Combining the support of partnering Community-Based Organizations, Hope PNG were able to reach out to many people who otherwise would not seek health services including HIV testing and diagnosis. This vital service and access to treatment reduces complex health issues in communities and raising awareness that HIV is manageable.

Sir Brian Bell Foundation provided much-needed funds to help them continue their work which connects people to care and in turn reduces HIV prevalence in the country. The funding provided by the Foundation will allow for thousands of additional HIV suffers to seek treatment under Hope PNG. The organisation operates on extremely tight budgets and all funds provided are going to directly to operations and supporting on-going capacity building.

Priscilla Sine Mal Country Director for HOPE Worldwide PNG "I'm grateful for the incomparable services and support of Sir Brian Bell Foundation in addressing the health needs of Papua New Guineans".



## Project Yumi

Sir Brian Bell Foundation is proud to assist Project Yumi in the delivery of health and education materials in PNG. In 2018, the Project Yumi team accomplished their first project delivery due to the partnership with the Foundation which included shipping of a 20ft container and an additional 40ft container of much needed valuable resources including educational and medical supplies. These timely donations formed lasting relationships with other schools, health centres, provinces across PNG and will be life changing for those in the remote parts of PNG who receive them.

Since its establishment, Project Yumi has been servicing the local people with immunization, medications for sores and diseases. Due to the partnership from the Sir Brian Bell Foundation, the health facility has been upgraded to cater for a wider range of medical situations including; eye Care services including issuing of glasses, maternity services or delivery of newborn babies, treatment of Broken bones (leg or hand), treatment for asthma and proper medical file keeping. Through the first delivery, they were able to distribute to seven

provinces including NCD, Central, Gulf, Bougainville, East New Britain, Eastern and Western Highlands. Distributed items included stationery, reading books, whiteboards, wheelchairs, stethoscopes, clinical trolley mats, and other medical resources.

The response and sincere gratitude that the Project Yumi team received from village communities, demonstrated that these items would make a significant impact on the lives in the communities. "Our team would like to thank Bronwyn and the team from Sir Brian Bell Foundation again for their sponsorship of our first shipping container. Without your support, we would not have been able to help as many people as we have. We are truly thankful for your generosity" commented Project Yumi Director Renee Mero. "you are most welcome; I love seeing all the photos of the beneficiaries of your hard work and dedication. It's an absolute pleasure to be a small part of the Project Yumi story" commented Sir Brian Bell Foundation CEO Bronwyn Wright. In 2019 the Sir Brian Bell Foundation plans to assist Project Yumi with an additional 3 containers to assist those in need of supplies across PNG.





## First Aid in Schools

When a medical emergency strikes, minutes matter. Immediate intervention by those trained in First Aid has been proven to reduce disability and length of stay in hospital. Almost 90% of young people have had to deal with some kind of crisis while over 97% of young people believe First Aid education would improve their confidence, skills and willingness to act in a crisis according to a survey from St John and Red Cross in the UK.

The Sir Brian Bell Foundation supports Health and Education programs nationwide and jumped on the chance to support St John Ambulance in their efforts to better educate the young people of PNG in First Aid. St John Ambulance in partnership with the Sir Brian Bell Foundation First Aid in Schools life-education program teaches young people the benefits and applications for First Aid in the hope to save lives.

The experienced and highly trained St John Ambulance Paramedics have taught students to provide a better understanding of the human body, how it works and in an incident or accident how students can potentially save a life.

The program covers a range of topics developed by St John Ambulance which are relevant to PNG

including general First Aid, consent, hygiene and handwashing, CPR, snake bites, bone breaks, choking, childbirth, burns and dangers to be aware of during an emergency. The knowledge gained from the program allows students to take their new learnings and workbooks back to their homes and communities, so others may learn from their experiences. Students were also encouraged to download, learn to use and spread the message that the St John Ambulance Emergency APP is now available. The APP, when used in a medical emergency shows GPS coordinates which can be provided to a St John Ambulance call taker, so paramedics can easily locate patients when in need.

This program is a first for Papua New Guinea and proudly backed and supported by the Department of Education and the Department of Health. It has seen students attend and complete First Aid Training in Port Moresby including Badihagwa Technical Secondary College, Marianville Secondary School, and Kila Kila Secondary School. The pilot phase is now complete, and it is our goal with growing interest to continue the program across Papua New Guinea in 2019.



## Sir Brian Bell Foundation helps St John Ambulance continue operations

St John Ambulance has been supported by the late Sir Brian Bell personally for over 30 years and most recently the Foundation since his passing.

The Sir Brian Bell Foundation has provided support to St John Ambulance with funding assistance to maintain its operations while working to secure ongoing financial commitments in March of 2017, continuing the late Sir Brian Bells wishes.

Brian Bell Group Chairman Ian Clough said in 2017 that the Foundation had provided this assistance as a short-term relief and were working to help raise awareness of the organisation and support funding discussions.

“Over time Sir Brian personally had provided a significant sum but the specifics aren’t easy to calculate,” Mr Clough said. “Im really keen to highlight the challenges but focus on the improvements the organisation has made and the



size of the risk if they don’t see the support they need. Hopefully, this will create an awareness that gets the remaining people needed on board” he said.

The Sir Brian Bell Foundation will continue to support St John Ambulance in 2019 and beyond.

## St John Ambulance Emergency First Aid Kits

Sir Brian Bell Foundation First Aid Kits launched at Brian Bell locations in Port Moresby in early 2018 in partnership with St John Ambulance.

The kits were specifically customised by St John Ambulance paramedics to suit PNG conditions and common medical emergencies in PNG such as snake bite and drowning. Also included is a manual for quick reference for all types of First Aid Emergencies.

These are being sold by St John Ambulance EHS Officers in Brian Bell Port Moresby locations for K100. All proceeds go to St John Ambulance to assist in their operations.



## St John Ambulance Donations

In just 12 months the Sir Brian Bell Foundation has donated two 4WD Emergency Ambulances to St John Ambulance to assist those in need of emergency care. It is St John Ambulance's vision that no man, woman, girl or boy dies or suffers from a disability because they were unable to receive pre-hospital care in an emergency.

"Each intensive care ambulance is expected to help nearly 100,000 people in its expected six years of service," said Matthew Cannon OStJ Commissioner of St John Ambulance Papua New Guinea. "Many young mothers, babies, snakebite, and victims of violence owe their lives to St John and the work we can perform because of our corporate and foundation supporters."

All ambulances are equipped with essential ambulance lifesaving equipment, like an oxygen resuscitation kit, GPS and fuel monitoring system while the ambulance operations centre will use customised software, referred to as computer aided dispatch, to track the call and share dispatch information between emergency operators, ensuring efficient response and safety for paramedics.

Sir Brian Bell Foundation is pleased to be a major supporter of St John Ambulance and will continue to be in the many years to come," said Mrs. Wright. She further said that the Foundation's goal is to assist St John where they can so St John can continue their work in the community as leaders in prehospital and emergency care.



## St John Ambulance Emergency APP

Sir Brian Bell Foundation partnered with St John Ambulance to bring a medical first to PNG an APP available for download from the Apple APP store or Google Play which allows St John Ambulance Paramedics to find patients requiring emergency care when you need them most. This one of a kind APP is able to locate those in need within a 5m radius using the GPS coordinates on your phone.

The Sir Brian Bell Foundation is proud to support this initiative through their on-going partnership with St John Ambulance and has saved numerous lives since its inception.

### How to use the "St John Emergency PNG" APP

To get an Ambulance: Dial 111 or 7111 1234. Tell the Ambulance Call-Taker you have the St John APP installed on your phone

### When the Call-Taker asks for your location

1. Open the APP
2. Tell them the numbers on the screen starting with latitude then longitude
3. Continue following the directions of the Ambulance Call-Taker.

Download the 'St John Emergency PNG' App from the App Store or Google Play today.

Don't have the APP? In a Medical Emergency Call 111 or 7111 1234

**SAVE A LIFE IN AN EMERGENCY.**

The St John Ambulance APP lets us know exactly where you are when you need us most.

**St John Ambulance**  
Papua New Guinea

**DOWNLOAD THE ST JOHN AMBULANCE EMERGENCY APP FROM**

Download on the App Store

GET IT ON Google play

THE APP SHOWS YOU NUMBERS WHICH ARE THE GPS COORDINATES TO YOUR EXACT LOCATION

GPS COORDINATES: LATITUDE: -9.477010 LONGITUDE: 147.154454

IF YOU DON'T HAVE ACCESS TO A SMARTPHONE IN CASE OF EMERGENCY CALL

111 7111 1234

St John Ambulance Sir Brian Bell Foundation



## Boroko Rotary Club

The Sir Brian Bell Foundation has donated much needed funds to the Boroko Rotary Club to continue its efforts in fighting cervical cancer mortality in PNG.

PNG has among the highest rates of cervical cancer in the world with an age-standardised incidence of 23.7/100,000 vs. 5/100,000 in Australia and New Zealand. Approximately 1,500 women die every year in PNG due to cervical cancer according to the Boroko Rotary Club.

Boroko Rotary Club Acting President Togaro Asiba expressed his gratitude to the Foundation for their support, "Cervical Cancer is at an alarming rate in PNG; your kind financial assistance is timely as Boroko Rotary prepares for the next roll out of the HPV vaccination in the Nation's Capital."

"On behalf of the fellows at the Rotary Club of Boroko, thank you indeed for your very generous donation to our Cervical Cancer fund."

The Sir Brian Bell Foundation is very pleased to be able to assist such an important initiative which affects a large number of women in PNG. This donation will go a long way in assisting the purchase of vaccines ensuring the continuation of the Rotary Club's HPV program for girls aged 13-15 in Port Moresby. 2 vaccines per student are required over a 6-month period which protects against nine HPV types of which cause around 90% of cervical cancers.

Representing Sir Brian Bell Foundation was Brian Bell Category Manager Mr. Craig Brouggy who presented the cheque to the meeting Chair, Mr. Hubert Kikira at Brian Bell Plaza.



## Port Moresby Nature Park

We have 19,000 reasons to be so excited to be supporting the Port Moresby Nature Park with their new training and learning centre opening in late 2017 with support of the Sir Brian Bell Foundation. It is their goal to educate young minds on preserving animals and plants.

The centre will enable the park to provide effective learning sessions for the thousands of school children that participate in the park's weekly educational programs as well as a smaller room suitable for staff training and board meetings.

At the opening, Port Moresby Nature Park's General Manager, Michelle McGeorge said: "This is a wonderful new addition to the facilities of the Nature Park. The opening of the training and learning centre will enable us to provide a more conducive learning environment for students no matter what the weather conditions."

"This project would not have been possible if it was not for some truly amazing organisations that have supported us every step of the way. We had a zero budget. So, to stand in front of this amazing building because of the generosity of our sponsors is quite humbling," Nature Park General Manager Ms McGeorge said.

It's all about the simple choices and actions we make today, that can provide a positive outcome to help and save our plants and animals tomorrow.



## Kumura Foundation

On Saturday, July 7, 2018, the Sir Brian Bell Foundation donated much needed items to the Kumura Foundation which was then received by Mangi Yai Elementary School in remote upper Bundi. This timely donation was given to assist Kumura Foundation in their mission to continue providing quality education to the remote students in upper Bundi. The Sir Brian Bell Foundation donation hopes this small donation to the Kumura Foundation will make a big impact on the students in the remote area and enhance their learning.

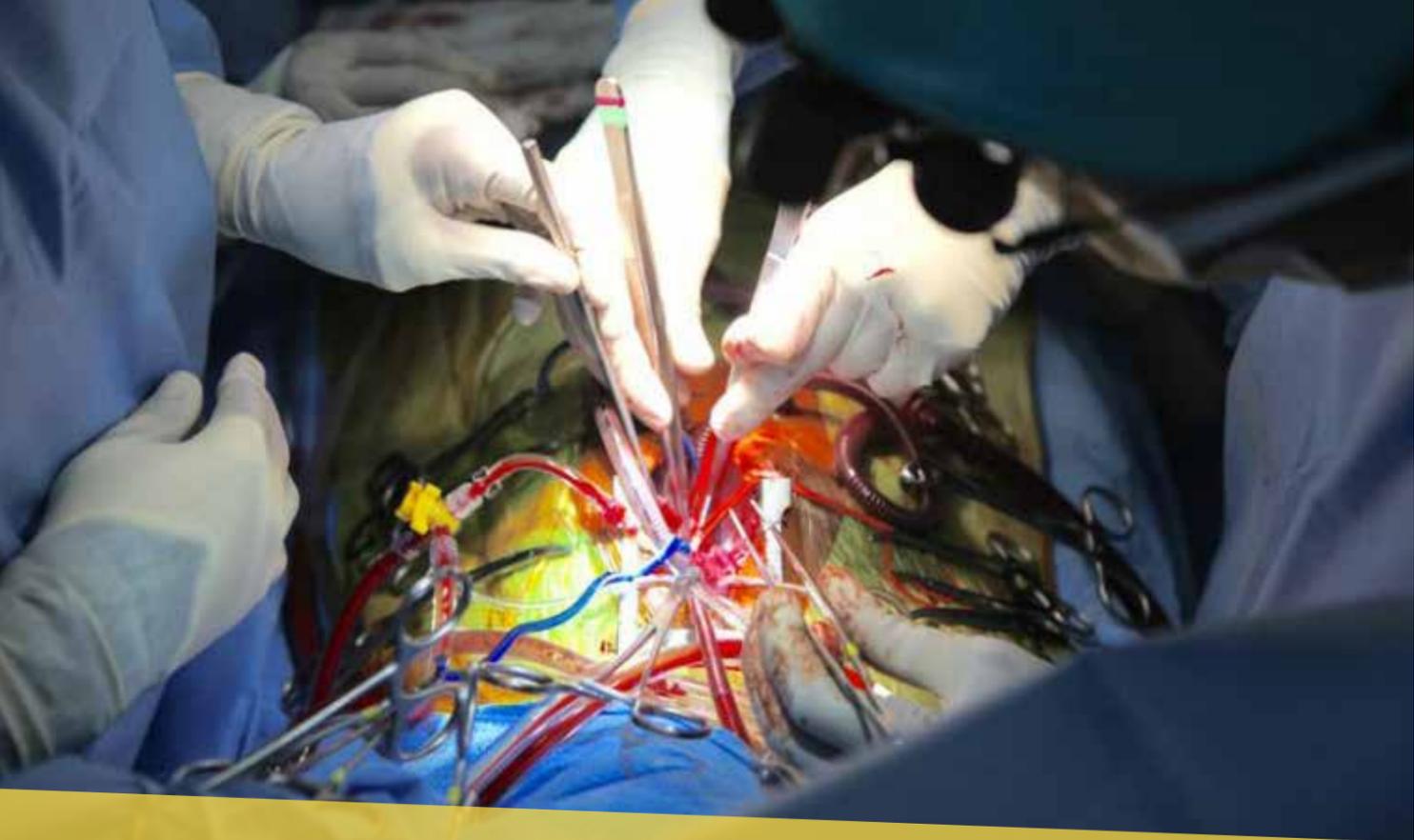
Donated items included a 3.KVA diesel generator, and a 32-inch LED flat screen, a DVD player, a 10m extension cord, a six-outlet power board, and a diesel engine oil for the generator. These items were presented to the teachers and school board on the 19th February by Brian Bell Madang Team member Newman Tom. For many young students, it was the first time they had seen a T.V.

Kumura Foundation CEO Vincent Kumura said "Our heartfelt thanks to donations from the Sir Brian Bell Foundation and Mr. Tom Newman of Brian Bell Madang for representing the Sir Brian Bell Foundation at our remote Mangi Yai Elementary school donation event. Hundreds turned up including our rural medical outreach partners this week- Marie Stopes PNG and Fred Hollows Foundation who made our special guest list. Very colourful and historical event. To all who made it possible, thank you very much."

Brian Bell Madang Branch Manager Wayne Satchell was glad that the Foundation honoured the Kumura Foundations request for support and thanked CEO Bronwyn Wright. "I am happy that you are able to work with Bronwyn. She is a good woman with a good heart for PNG like her grandfather".

This is the second such donation the Sir Brian Bell Foundation donated items to the Kumura Foundation to support their educational mission in rural Bundi, library books were also donated in early 2018.





## Operation Open Heart

The connection with health all began with Sir Brian Bell becoming Chairman of the Port Moresby General Hospital (PMGH). His passion for supporting PNG's largest referral and training hospital continued for more than 30 years.

In his tenure, one of the largest and most important programs launched in the history of PMGH and the country was Operation Open Heart. Open Heart Surgery was something that was never going to happen on the back of Government Budgets. During the time of Sir Brian Bell as Chairman, he helped establish and launch Operation Open Heart with the support of the Australian Medical fraternity.

Operation Open Heart began operating in Papua New Guinea in 1993. The aim was to establish an independent cardiac surgery unit within the Port Moresby General Hospital. Due to the commencement of Operation Open Heart, this project created a sustainable way for PNG nationals to become suitably qualified. PNG now has trained Cardiac Surgeons and

Cardiac Anaesthesia. As a result of this, some types of cardiac surgery take place independently as a result of Operation Open Heart.

Operation Open Heart caters for patients in Papua New Guinea to provide professional medical treatments to those who can't access these services due to the limitations of the health care system.

Operation Open Heart attracts a team of our volunteers, usually over 50 individuals, visiting PNG annually to provide ongoing training and support particularly in post-operative care. They also help meet the need for an increased surgical presence to cope with the growing demand for surgery.

Since 1993, Sir Brian personally and professionally continued to financially support Operation Open Heart. From 2016, the management of these funds as a contribution to Operation Open Heart has continued to be managed by the Sir Brian Bell Foundation.

## Roberta Morlin

Roberta Morlin is an exceptionally talented and driven young woman who was a Kumul Game Changer program finalist in 2015, it is her mission to deliver an interactive support platform (APP) driving cervical cancer information for Pacific Island women and connecting them to well women clinics with a fundraising component to support those who cannot afford basic cervical cancer screening. "My concept is an APP, called Fe'mahealth, which will allow women to discuss or consult a doctor for medical advice online openly. No waiting, no need to travel initially, and this allows the women of PNG real access to medical information no matter where they are in PNG" commented Ms. Morlin.

Roberta was invited to attend Draper University to attend an intensive 7-week Entrepreneur Program in 2017 that gathers the world's most promising young innovators to accelerate their ideas in San Mateo, California in the United States. This is where she can test, develop, adapt and seek further support to make this APP a reality for the women of PNG. The Sir Brian Bell Foundation jumped at the opportunity to support this extraordinary woman and sponsor her studies, enhance her learning and bring home her knowledge to PNG.

Sir Brian Bell Foundation, CEO Mrs. Bronwyn Wright, commented, "This was an amazingly well-timed coincidence and good fortune. I had been following the journey of Roberta, and I had become intrigued to meet her and discuss her ideas. Being successful in PNG is not easy, and it is even more challenging being a young woman. Her story inspired me, and I wanted to connect with her to see where we could support her work in health. After our initial discussion and hearing of her passion for health, I was motivated to be involved. Our timing could not have been better to assist her with the required funding. We don't provide support to just any projects. We are looking for motivated individuals, beneficial ideas for PNG and strategically thought out programs that we can see a process to success. Roberta ticked all these boxes and many more. I am delighted that the Foundation is supporting her."



- 1. Educational Content and Dissemination of Information through – MERCARE e-newsletter every month (MARCH 2019) There is 100% appetite for cervical cancer information in PNG and Fiji.**
- 2. Web App portal for Connecting to Well Women Clinics with a Donation Component to support women who can't afford basic screening. (We have secured 2 partnerships with Well Women Clinics in December 2018 and February of 2019.) (MARCH 2019)**
- 3. Cervical Cancer Survivor AI Agent that supports women through their battles.**

Since returning to PNG, Roberta has brought her new found knowledge back to PNG. In late 2018 the FemBot project was morphed into "MERCARE" with the first two phases launching in April 2019. The Sir Brian Bell Foundation is proud to continue assisting Roberta's vision for MERCARE to be a "one-stop shop" for Women in the Pacific and the largest medium to hospitals and clinics in the region.

## Buk Bilong Pikinini

Sir Brian Bell Foundation is a proud supporter and sponsor to the Buk Bilong Pikinini program across Papua New Guinea.

In December 2018 the Chief Executive Officer, Ms. Bronwyn Wright made a visit to the Buk Bilong Pikinini library at UPNG.

She was amazed, surprised and overwhelmed by just what the team at Buk Bilong Pikinini achieve everyday with the children they teach.

They sang, they did spelling, they counted and even they even read her some books. Our forever motivated and upbeat CEO wanted to take the time and read a Christmas story and then another book a little closer to home on health and education reminding kids not to be scared of the doctor, they are there to keep us healthy.

It was a great day, lots of smiles, lots of laughter and even a few tears when the Sir Brian Bell Foundation team had to say goodbye.

The Sir Brian Bell Foundation supports 4 Library learning centres located in Port Moresby including **UPNG LLC Campus, ATS, Evadahana primary school-9 Mile and Hohola Red Cross Special Education Resource Centre**. We are very proud to see the results each of the Libraries are making with the students each day.





## The Sir Brian Bell Centre for Transfusion Medicine

The Foundation has had a long history with Port Moresby General Hospital as the late Sir Brian Bell served as Chairman of the board for 30 years. He was committed to health, saving lives and establishing a quality health facility that would service the growing population requirements. Port Moresby General Hospital is today a 1,000 patient facility and is the primary teaching and specialty Hospital in PNG.

On the 5th December 2018, the Sir Brian Bell Foundation proudly opened the NEW Sir Brian Bell Centre for Transfusion medicine which comprises of the collection centre, testing facility, cross matching and grouping of blood capabilities, as well as provides continuous education opportunities for key members of the transfusion team.

This new facility is a first in PNG, and now provides a global standard facility in managing all areas of blood collection, testing and blood products. The impact of this new centre will see increased benefits to the critical departments of Intensive Care Unit, Integrated Comprehensive Care Unit, Operation Open Heart, Disease treatment (including Cancer), and general patient benefits of blood screening to ensure diseases and viruses are not transferred in any blood products.

The 3-year program has been strategically planned between the Sir Brian Bell Foundation and the Board / Management of Port Moresby General Hospital. This multi-million Kina program has been designed to provide state-of-the-art equipment, brand new facilities, enhanced training programs and capacity building initiatives that will lead this new department successfully beyond 2021.

The idea was built on the success of the youth blood drive initiative. "When the Sir Brian Bell Foundation officially started two years ago, we did so by introducing a blood donation programme aimed at the youth of Port Moresby," Bronwyn said. "The Youth Blood Drive saw the Foundation and the blood bank team visit many high schools, colleges and universities to educate and inspire the new wave of blood donors in our community."



**Blood transfusion at Port Moresby General Hospital has been made more efficient to save lives – thanks to Sir Brian Bell Foundation.**

**Lulu Marks, The National**

The event was celebrated in front of dignitaries, and team members. The Sir Brian Bell Foundation CEO, Ms. Bronwyn Wright excitedly cut the ribbon to open the doors of this national first for Papua New Guinea.

Port Moresby General Hospital CEO Dr Gupta said "Not only creating the awareness about blood donation but the testing side is also equally important, patient safety is of paramount importance, so we needed to upgrade the skills and equipment. Blood cannot be manufactured, it has to come from another human being to save lives. People were also educated that when donating blood, health checks could be made".

Ms Bronwyn Wright said she was overjoyed to carry on Sir Brian Bell's legacy in supporting health and education. "This is a pure PNG owned project and I couldn't be happier to showcase the expertise we have here in Papua New Guinea" she said.

The overall Foundation commitment to this program will exceed K3million in funding. The carefully managed budgets and processes have ensured transparency in all funding expenditure, plus provided tangible outcomes for the staff on the ground including the introduction of a new Mobile Blood Bank allowing for the collection of blood on site, with 4 available beds to be used for patient comfort and treatment. Additionally, the Blood Bank Bus also received a much-needed upgrade including new signage, registration and servicing of the vehicle ensure a usable asset for shift and efficient medical staff movements.

## Wish Tree Program

The Sir Brian Bell Foundation alongside the Brian Bell Group have selected numerous charities and causes nationwide to help support those in need during the Christmas period with their annual "Wish Tree Program" making Christmas Wishes come true across Papua New Guinea.

Brian Bell Group customers across Homecentres, Trade Electrical, Chemicals and Agriculture nationwide are invited to purchase a 'Christmas wish bauble' and place on one of our many in-store Christmas trees located nationwide. These special donations from our loyal customers helped the Sir Brian Bell Foundation continue their efforts to provide much-needed support to individuals and charities across Papua New Guinea.

100% of funds raised were delivered to carefully selected charities with an additional substantial cash donation made by the Foundation to contribute beyond what customers helped to raise to continue their efforts. A new Christmas bauble theme has been selected each year, in 2017 our first launch year an elegant bauble design was selected which could be purchased for only K5. In 2018 Brian Bell Group customers were asked to purchase a K2 Rudolph Nose and hang on our in-store trees.

In 2017, 7 charities were selected by the Foundation including Gateway Children's Fund, Mama Rose Orphanage, Callan Services, Kundiawa Children's Hospital, Femili PNG, City Mission, Kimbe West New Britain General Hospital who all received additional funding.



**We could not be more excited by the outcome and results of our Christmas Wishing Tree initiative.**

**Cameron Mackellar, Brian Bell Group**

In 2018, BBG team members hand-picked 7 charities to receive donations during the Christmas period which included City Mission (Port Moresby), Femili (Lae), Links of Hope (Mt Hagen), Modilon Hospital (Madang), Mount Sion Centre for the Blind (Goroka), Coupe House (Kokopo) and the Dental Clinic at Kimbe General Hospital (Kimbe). Customers purchased K2 Rudolph nose bauble.

Brian Bell Customer Roa Eovua praised Brian Bell for "doing a wonderful job," not only to help different charities each year but also to allow its customers to give something back to the poor.

It is our hope that 2019 will be our best "Wish Tree Promotion" yet, with the Christmas theme to be announced later in the year.



**Christmas Wish  
2017**



**Rudolph's Nose  
2018**



## Businesses For Health

Businesses For Health (B4H: TB) has been established to assist private sector businesses to deal with the problems associated with the current TB epidemic in PNG. It is their mission to ensure every workplace can respond immediately to every case of active TB which will result in healthier and more productive workforces and improved awareness throughout the wider community.

Unlike HIV, Tuberculosis is an easily transmitted airborne infection. Unlike HIV, the workplace is a likely site for the transmission of TB and improvements in testing and treatment of HIV infections has reduced the rate of death due to AIDS in many parts of the world. While many efforts are being made to reduce TB/HIV deaths in PNG, issues such as poverty, population growth, health system weaknesses, and treatment resistance have resulted in a triple threat TB epidemic in PNG, which has been described as a national emergency. In PNG, the rates of HIV/TB co-infection, drug-susceptible and now drug-resistant forms of TB are amongst the worst in the world.

The World Health Organisation (WHO) estimates that an employee with TB can lose an average of 3 to 4 months of work and income, resulting in potential losses of 20 to 30 percent in annual household income. Over 6,000 people contract TB each year which one-quarter of all cases in the country is and has taken a serious toll on businesses in the NCD.

The Sir Brian Bell Foundation has committed to improving the health of Brian Bell Group team members and has assisted with a sponsorship of K50,000 yearly across BBG to train 15 "TB wardens" in the workplace who can run activities and are able to rapidly respond to employees with symptoms of concern. The Brian Bell Group now have 6 fully trained TB wardens based in Port Moresby and Lae who are familiar with:

- The extent of the TB crisis in PNG, the rise in the number of drug-resistant cases, the TB/HIV coinfection problem, and how a team of workplace TB wardens can work.
- How the Brian Bell Group can work to deliver the guidelines set by the National Department of Health.



**Sir Brian Bell Foundation has assisted with a sponsorship of K50,000 yearly for the Brian Bell Group to train 15 'TB Wardens', who will promote awareness of Tuberculosis in the workplace**

- Understanding the basics of tuberculosis, the concepts of exposure, infection and active TB disease, signs and symptoms, and risk factors for developing active TB disease.
- Understanding TB laboratory, treatment, and documentation processes. This included a field trip to a TB clinic and lab. This experience has proven to be vital in mastering the knowledge and skills needed to support our team member along the long and complex TB testing, treatment and return to work pathway.
- Conducting meaningful discussions on different types of TB workplace policies and ideas for TB and HIV workplace health promotion activities.

All TB wardens after their training were tasked to develop and suggest improvements to the Company's Policy on managing TB at the workplace. Each has made great contributions and suggestions to developing and refining BBG's 'TB Sick Leave Agreement' which will be incorporated into the 2019 Company policies on managing sick leave.

Brian Bell Group Human Resources Manager Philomena Nawara said "This is indeed a significant milestone and we are grateful for the support from The Foundation and B4H in partnering with us to manage TB at the workplace. We look forward to including other BBG locations in the TB warden's training as soon as B4H extends its training programs to other parts of the country".



## YWAM Medical Ships

SBBF and YWAM share a common goal and vision, to better the lives of Papua New Guineans. In February 2019, the Sir Brian Bell Foundation donated a 125kva Stauch Genset, 440V, 60Hz Generator, with FPT engine. "We at the Sir Brian Bell Foundation are committed wholeheartedly to bettering the lives of Papua New Guineans, and we thank YWAM for sharing this passion. Given this, we were more than happy to provide these items to assist you in your mission."

"Thank you for the incredible work that the YWAM team do each and every day in Papua New Guinea." commented Sir Brian Bell Foundation CEO, Ms. Bronwyn Wright. Brian Bell Group, Herbert Ramos, Electrical Sales Engineer/Manager, together with Robert Joku, Industrial Sales Manager, delivered and installed the generator aboard the YWAM Ship docked at Motukea Wharf in Port Moresby.

Captain John McDonnel, Chief Engineer Carlos Fonseca, Engineer Abraham Mizjaba, Engineer Lawrence Tamama with Ship Manager Scofhia Oan, and Ben Slood from the Youth With A Mission (YWAM) were thrilled to receive the items. Ben Slood, who was instrumental in making the small event a success said, "The medical ship was really in need of a Genset, and the donation was just in time" It's going to be a great help to our organization and help in our operations here in this beautiful Nation of Papua New Guinea. Our Gensets are so costly, and this small one would help save cost in terms of buying fuel".





## Soroptimist International

Sir Brian Bell Foundation (SBBF) and the Brian Bell Group (BBG) proudly supports Soroptimist International Club of POM (SIPOM) in partnership with Links of Hope PNG Inc and House of Hope 3 years running.

House of Hope (HOH) is a Women's Refuge Centre run by Salvation Army of PNG. This Community Outreach Program provides assistance with basic Education, literacy classes and awareness workshops to children between the ages of 2 and 14. Many of these children have not had the opportunity and means of attending mainstream schools. HOH staff & volunteers also provide basic counselling to parents, guardians, and carers of children who regularly visit the Centre. These children have either lost parents to HIV/ AIDS, while others may be infected with HIV since birth. The House of Hope and Links of Hope provides care and support for those in need and also caters for children who are affected by Gender-Based Violence by providing a safe haven for children and their affected parent.

HOH in partnership with LOH PNG are also helping to sponsor school-aged children in attending primary schools in POM as well as providing basic food and personal hygiene supplies to children and their families. LOH PNG is partnering with individuals who wish to sponsor children by making financial donations towards their education and basic daily needs.

Sir Brian Bell Foundation (SBBF) and the Brian Bell Group (BBG) proudly supports Soroptimist International Club of POM (SIPOM) in partnership with Links of Hope PNG Inc and House of Hope for 3 years running. This cash donation goes towards holding an annual Christmas party for the children and their families affected by HIV/AIDS and Christmas presents to be handed out on the day.

Brian Bell team members are also available to assist on the special days playing with the children, cooking or cleaning up and providing equipment to be used on the day. The children of LOH and HOH who are the beneficiary of this program are very thankful for the ongoing support from the Brian Bell Group and Sir Brian Bell Foundation.

The Foundation also provided funding of K50,000 in 2018 to Soroptimist International Club of Port Moresby (SIPOM) as well as individual contributions to several students to finish their studies. The Sir Brian Bell Foundation will continue to assist Soroptimist international in 2019 with educational scholarships in areas of Science, Education, and IT as well as funding support for the annual Christmas party for the Children and Families of House of Hope.





## Business and Professional Women's Club

The Business and Professional Women's Club of Port Moresby was established in 1982 with the express purpose of providing scholarships for women and girls who are unable to continue with their education. It is their goal to promote the interests of and to encourage cooperation among business and professional women in Papua New Guinea and other countries while working for equal opportunities and status for women in economic, social and political life in PNG.

Since its inception, BPW has funded over K1.2million worth of scholarships to over 1,800 women and girls and aims to work with scholarship recipients and stay in touch with them as they enter the workforce as well as providing additional mentoring support for individuals through monthly meetings and short courses and workshops.

The club's values of Respect, Integrity, Honesty, Commitment & Consistency aligns well with the Sir Brian Bell Foundation. In 2018 the Foundation donated K50,000.00 which greatly assisted BPW's general scholarship program and sponsored the 2018 BPW Entrepreneurial Training Program in partnership with the SME Corporation (SMEC) to encourage and empower women to run their own businesses.

This program saw 15 women graduate with certificates in entrepreneurial skills. Since 2017 a total of 47 women have undergone the BPW Entrepreneurial Training Program, which they now have high hopes for more graduates in 2019 as the BPW club open their first office in Port Moresby. The club will be hosting 450 people at its annual International Women's Day Breakfast at the Hilton Hotel in March to raise additional funds for its scholarship program and continue the fight for gender equality, to empowering women and girls in PNG through education.

## Salvation Army of PNG

Brian Bell Chemicals has proudly donated two medical refrigeration units to The Salvation Army of PNG in partnership with the Sir Brian Bell Foundation. Brian Bell Chemicals Divisional Manager (David Slape) explained that "The units are used to keep vaccines used in immunisation programs at controlled temperatures, to ensure they are stable and effective. With the solar panels, robust construction & high level of reliability, these units are designed for use in remote, regional areas. Brian Bell Chemicals are the regional agents in PNG & the Solomon Islands for these specialised machines made by BMedical Systems, from Luxemburg, Europe." The Sir Brian Bell Foundation has fully supported this community donation, & we also thank Mr. Ambrose Kwaramb, from the Department of Health for their support in training & installation. Captain Christine Gee, Director of Health Services, The Salvation Army PNG, while thanking the sponsors, explained that "the first unit will go to Kwaipo in the Rigo District of Central Province; & the second unit to Misapi, a very remote location in the Okapa District of the Eastern Highlands Province. Both locations will use the units to store refrigerated vaccines, used for the immunisation of diseases such as Polio, Measles, Rubella, and Tetanus."



## Orange Day

Brian Bell Group Staff walk for Orange day supported by the Sir Brian Bell Foundation. The Sir Brian Bell Foundation sponsored 50 Brian Bell team members to walk in the Inaugural Orange Day Walk on 24th September 2017 in support of the Cecilia Ali foundation for Leukaemia. A sea of orange filled the streets from the Sir Hubert Murray Stadium through to downtown Port Moresby up Musgrave Street around the newly opened ring road and back to the Stadium. The event drew out families, friends and corporate houses to walk in support of Leukaemia awareness and Brian Bell team members and

family members were thrilled to participate. The Foundation also donated sporting equipment to be used as prizes throughout the day. Participants spanned across the Group of companies with staff members from Brian Bell Chemicals, Brian Bell Trade Electrical, Brian Bell Service Centre and the Brian Bell Homecentres who enjoyed the early start to the day with a walk in the cool of the morning. The Sir Brian Bell Foundation and Brian Bell Group is always happy to support the Cecilia Ali Foundation in their fight against Leukaemia and is proud to have been part of the event.





## Earthquake Relief

Working together with Oil Search Foundation (OSF) and Brian Bell Group the Sir Brian Bell Foundation distributed more than 1500 restoration packs to assist those affected by the PNG Highlands earthquake in February of 2018.

The 7.5 magnitude PNG Highlands earthquake resulted in several homes and crops lost. The Brian Bell Group stepped in to hold a special event which saw customers given the opportunity to purchase items at 15% off storewide with 100% of profits raised on the day to go towards putting together relief packs containing digging and cutting tools, crop seeds and water storage equipment.

Brian Bell Group chairman, Ian Clough, acknowledged the support of their customers and thanked OSF and Oil Search for helping with the distribution.

"As a proud Papua New Guinean company that has been part of the community for over 60 years, we feel responsible for contributing in whatever way we can to help the response when natural disasters such as the PNG Highlands earthquake occur. I acknowledge all of our many customers who shopped with us during the Earthquake Appeal sales day on

Friday, April 13 this year and the OSF team for supporting distribution," said Mr. Clough.

"Our family and our family of 1,200 team members want to join together in a national approach to provide community building aid to the affected regions. I am very pleased to announce that on the 13th April 2018, the Brian Bell Group will be creating a national campaign via all of our divisions including Brian Bell Homecentres, Brian Bell Chemicals, Brian Bell Trade Electrical, and Brian Bell Agriculture. We will be donating 100% of all profits from this day to the Earthquake victims."

"While the day is all about giving, and making sure we have the maximum amount of profit to give. We want to incentivise all of PNG, with a storewide minimum 15% discount off all items in our stores. This is across all our divisions nationwide." The Friday, 13th April 2018 will be a genuinely national opportunity for everyone to join together from all part of PNG to purchase a new item, while at the same knowing that the Brian Bell Group is donating 100% of all profits from this day to Earthquake victims.

The remote and rugged terrain and lack of roads to remote communities in earthquake-ravaged areas have made it difficult to reach and provide support to those most in need. Oil Search Foundation assisted Brian Bell and Sir Brian Bell Foundation to coordinate the distribution using Oil Search logistics capabilities. Helicopters helped to deliver packs to remote communities not linked by roads.

An Oil Search Foundation manager overseeing the distribution, Jenny Alpa, "Recipients were grateful for the packs provided which contained supplies needed to rebuild their homes and gardens.

The Sir Brian Bell Foundation also provided support to St John Ambulance medical teams and the Health Department to assist in recovery efforts deployed to

earthquake-affected areas. St John Ambulance has stood up a joint Health & Ambulance Major Incident Command Team in partnership with the Department of Health to coordinate the teams from Port Moresby. Satellite phones have been purchased to allow communication with the teams in the field.

The deployment team worked tirelessly around the clock to organise logistics and put together necessary operational and medical resources for this operation. Commissioner Cannon says, "it is great to see the community coming together to show their support to the people in affected areas." St John Ambulance is exceptionally thankful for a tremendous donation by the Sir Brian Bell Foundation to provide safety and logistical equipment to the Health Disaster Response Teams.



## Haus Pikinini

The Sir Brian Bell Foundation supports Haus Pikinini a proud Paradise 4 Kids project.

Working with the Haus Pikinini team, our Brian Bell team based in Lae, provided much needed goods to assist with the set up and needs of the children under their care.

Based in Waramuli in Wau, Haus Pikinini cares for the children who slip through the net of the wantok system and are deemed vulnerable and "at risk" for various reasons.

At present they cater for children between the ages of 3 -8 and have 26 children at any given time under their care. Haus Pikinini cares for the children not so much in an institutionalised way but by being there as their family and they to consider the other children as part of their family for the duration of their time with us. When they are old enough to enter a High School they will move on to the local high school which is a boarding facility and they may choose to spend weekends and holidays with us to earn a little pocket money and help out with the younger children who will come in and take their place.

The children under care, get attention and discipline in a Christian environment with a lot of love and learning. They are provided with nutritional meals, health and hygienic care and clean clothes for school and a warm bed at night with disciplined bedtimes.

Since providing the goods to Haus Pikinini, the Foundation have provided funds to ensure all medical and school needs are available to each child and will continue to do so.



## Lighthouse Christian Academy

Providing the opportunity for Underprivileged Children to attend a quality education facility like the Lighthouse Christian Academy (LCA) is a program worth supporting. The Sir Brian Bell Foundation took the opportunity to extend the program at the Lighthouse Christian Academy with funding support that will see 25 students benefit directly.

The funding support provided by the Foundation was excellent timing as the long term partnership with Life PNG was cancelled due to a change in funding circumstances. The financial support provided was critical in sustaining the education program for disadvantaged kids as well as empower families and communities in NCD. At LCA, they use the American ACE Curriculum which is a global standard for transformational education. They strive on the philosophy of educating the next generation of leaders, based on their conviction to serve humanity regardless of their background or affordability. LCA discriminates against no one and accepts everyone.

2017 saw the highest number of students graduating from the ACE program. New graduation gowns and uniform were also provided in 2018 to enhance learning further and give the students a sense of pride. The Foundation was thrilled to have made such a significant impact to Lighthouse Christian Academy students in 2018 and will continue to provide support throughout 2019.



## Gateway Children's Fund

Gateway Children's Fund (PNG) Inc has been operating since 1990, providing child development and community projects in the settlements of Port Moresby, creating a safer, healthier environment for children & families.

Their specific goal is to improve the lives of PNG's most impoverished children. Through their work over 250 children, each week receive basic healthcare, literacy, education, and daily meals, to improve their personal wellbeing, and that of the communities. Additionally, 50 mothers directly benefit from the program each week, while other mothers and children are helped indirectly. They work in 5 specialised areas including Infant & Maternal Care (mothers and children from birth to age 3), Preschool Wellbeing (children aged 4-6), Elementary School Prep to Grade 2 (children aged 7 - 9), Leadership Development (basic leadership and skills training), Community Projects (eg. clean water, sanitation, electricity, community gatherings, adult literacy etc.).

The Sir Brian Bell Foundation is proud to assist Gateway children's Fund for 2 years running as major sponsor of their corporate fundraising initiative. In 2018, additional funding was also provided to build their classroom to help expand classes and grade levels offered. In 2018, Gateway Children's Fund additionally received Official Government Registration to become an Early Childhood Centre which is the first centre to be registered in PNG under this new legislation.

In partnership with the Brian Bell Group, the Sir Brian Bell Foundation provided additional funding through the Christmas Wish Tree program which was selected out of numerous charities by Brian Bell Group team members.



## Susu Mamas

Susu Mama's is a highly regarded organisation in Papua New Guinea. The Sir Brian Bell Foundation has proudly been supporting this great cause in helping to educate and promote breastfeeding infants.

The Sir Brian Bell Foundation has provided capacity building funding to the organisation to further enhance training, education and equipment requirements.

Our role in supporting Susu Mama's has been significant during 2018, with the largest funding being provided towards purchasing a brand new Toyota Landcruiser, for the use in Central Province.

The funding provided in 2018 directly assisted Susu Mama's activities covering:

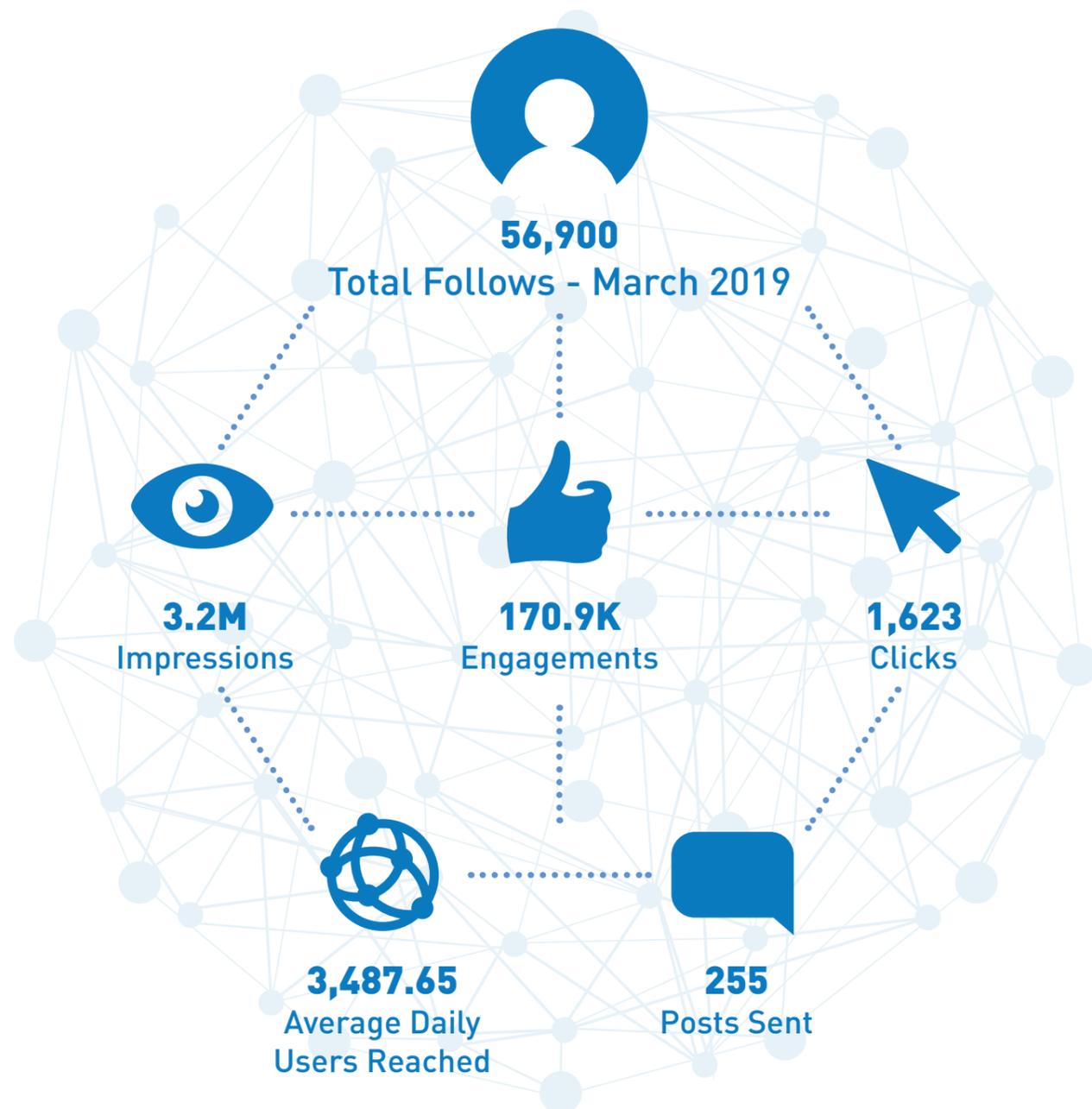
- Health Information
- Providing joint Maternal and child health services with other health facilities

- Breastfeeding Workshops
- Promoting the Baby Friendly Hospital Initiative BFHI
- One stop approach for integrated family and youth health care
- Outreach Health Services – mobile clinics

The partnership between the Sir Brian Bell Foundation and Susu Mama's will continue into 2019 and beyond. Our funding is directly changing lives and ensuring the lives of new infants will start in a healthy environment.

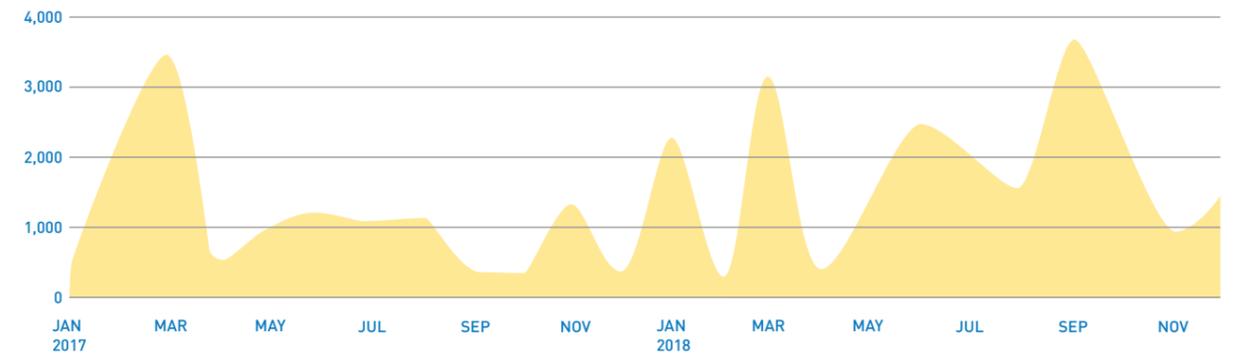
# Social Media Statistics

We have come a long way on social media in the last 2 years and are loving sharing all the amazing moments and causes we support and sharing to our followers. From sharing valuable health information to "what we are up to", our achievements, supporting our friends St John Ambulance and many more exciting initiatives we are excited to soon reach our next milestone of 60,000 likes on Facebook.

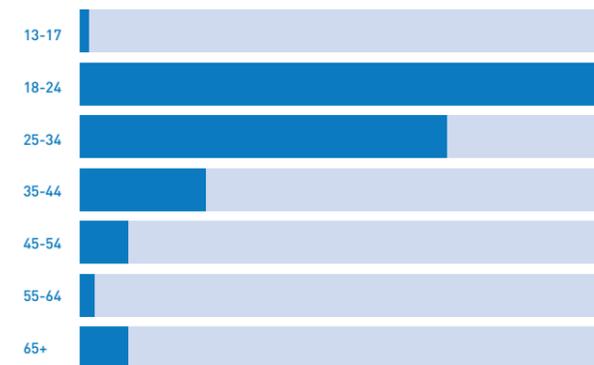


Sir Brian Bell Foundation: Jan 01, 2017 - Dec 31, 2018

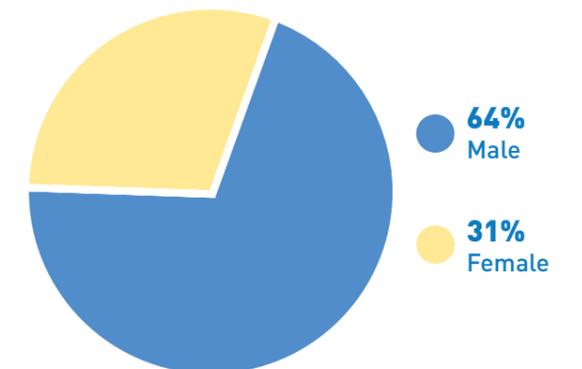
## Facebook Audience Growth Likes Breakdown, By Month



## Facebook Audience Demographics By Age



## By Gender



## Facebook Audience By Region Top Countries

Country	Count
Papua New Guinea	47,978
Fiji	3,203
Australia	343
Solomon Islands	302
Philippines	175

## Top Cities

City	Count
Port Moresby, PNG	27,796
Lae, PNG	8,775
Kokopo, PNG	1,973
Suva, Fiji	1,880
Mt Hagen, PNG	1,533

# Media, News and Engagement

## TOP STORIES

### Brian Bell Foundation Helps St John

THE Sir Brian Bell Foundation Has Provided Support To St John Ambulance With K100,000 Funding Assistance To Maintain Its Operations While Working To Secure Ongoing Financial Commitments.

February 26, 2017

BY GORETHY KENNETH

THE Sir Brian Bell Foundation has provided support to St John Ambulance with K100,000 funding assistance to maintain its operations while working to secure ongoing financial commitments.

Brian Bell Group chairman Ian Clough said yesterday that the foundation had provided K100,000 as a short-term relief and were working to help raise awareness of the organisation and support funding discussions.

"Over time, Sir Brian personally had provided a significant sum but the specifics aren't easy to calculate," Mr Clough said.

"I'm really keen to highlight the challenges but focus on the improvements the organisation has made and the size of the risk if they don't see the support they need. Hopefully this will create an awareness that gets the remaining people needed on board," he said.

St John Ambulance has been supported by the late Sir Brian Bell and most recently by his foundation for 30 years with Sir Brian being awarded the Order of St John Commendation in 1995 and the Commander (Brother) of the Order in 2004 for his services to St John Ambulance in PNG.

## Sir Brian Bell Foundation Donates to City Mission

February 23, 2017

THE Sir Brian Bell Foundation presented a cheque of K30,000 to City Mission PNG through its Sir Brian Bell's Wish Tree program. The Sir Brian Bell Wish Tree program has been helping charity organisations in Papua New Guinea raise funds ever since 2017.

## Sir Brian Bell Foundation and Brian Bell Group support Femili PNG

February 23, 2017

THE Sir Brian Bell Foundation created a unique opportunity for people to be able to support charities across Papua New Guinea during November and December 2017. The Christmas wishing tree program was launched on 8 November 2017 to raise funds for seven charities in PNG.

The initiative presented the customers shopping at Brian Bell an opportunity to purchase a 'bauble' for K5 at any one of their outlets nationwide, and the funds raised go to support the selected charity organisation or program. Each PNG bauble was chosen as one of the charity organisations to be supported by the initiative.

As well as Brian Bell Group's divisions, Brian Bell merchandise, Brian Bell Chemicals and Agriculture/Industrial Christmas trees in their respective stores where customers could purchase baubles, place their own messages on the bauble, and hang it on the Christmas tree.

Brian Bell merchandise and Brian Bell Manager Mr. Tony Inzell said, "We were extremely happy with the commitment our customers have shown in supporting the program, which raised a total of K43,115 in support to the Sir Brian Bell Foundation donated an additional K20,000 to each of the charities."

On behalf of the Board, management, and staff of Femili PNG, Operations Manager Mr. Durga Das expressed her appreciation for the donation as it increased the total amount of K24,515 from the wish tree program on 31 January 2018 at the Brian Bell merchandise store in Port Moresby. "The donation will really help us to continue our services to the survivors and also help us to support our partners who assist survivors of family and sexual violence."

Femili PNG highly appreciates and thanks the Brian Bell Group and the Sir Brian Bell Foundation for this initiative and donation. The organisation is also very grateful to Brian Bell purchased facilities at the Brian Bell outlets in PNG for their generous donation. This initiative demonstrates the continued support from companies and businesses towards assisting survivors of family and sexual violence in PNG.

Brian Bell Group CEO Mr. Cameron Mackellar and Sir Brian Bell Foundation CEO Mrs. Bernwyn Wright were the donors to see the Christmas wish tree.

Mr. Mackellar commented, "2017 has been a year to reflect the spirit of Christmas, and we could not be more excited by the outcome and results of our Christmas Wish Tree. It was all about giving, sharing and family. I was amazed by the generosity of so many people over the Christmas period. It was simply great to see so many people getting behind the great initiative. We will continue to build upon the great work we did in 2017 by continuing our Christmas Wish Tree program into 2018."

## Sir Brian Bell Foundation donates K30,000 to Cervical Cancer Fund.

By Staff Reporter on 4/24/2018

The Sir Brian Bell Foundation this month has donated K30,000 to the Boroko Rotary Club to continue its efforts in fighting cervical cancer mortality in PNG.

PNG has among the highest rates of cervical cancer in the world with an age-standardised incidence of 23.7/100,000 vs. 5/100,000 in Australia and New Zealand. Approximately 1,500 women die every year in PNG due to cervical cancer according to the Boroko Rotary Club.

Boroko Rotary Club Acting President Togaro Asiba expressed his gratitude to the Foundation for their support, "Cervical Cancer is at an alarming rate in PNG; your kind financial assistance is timely as Boroko Rotary prepares for the next roll out of the HPV vaccination in the Nation's



## Anglicare launch 'Kisim na Givim Program'

February 23, 2017

By Jack Lapuwa Jr - EMTV News, Port Moresby

The Anglican Church of PNG has launched a new project to empower communities. Initiator, Colin Andamale, says the project is to address poverty issues and will be piloted in Port Moresby.

Known as the 'Kisim na Givim' model, the project aims to provide seed capital to organized groups to empower community initiatives and support livelihoods. For this model, the project has received financial backing from the Sir Brian Bell Foundation, and India Association of PNG.

## Brian Bell Group gives K24,500 to charity

February 23, 2017

THE Brian Bell Group through its 'Christmas Wishing Tree' initiative and the Sir Brian Bell Foundation is supporting Lee-based Femili PNG with a K24,515 donation.

The foundation created a unique opportunity for people to be able to support numerous charities across Papua New Guinea during the months of November and December.

Brian Bell Herescentes, Trade Electricals and Chemicals provided the opportunity for everyone to purchase a K5 bauble and place it on the 'Christmas Wishing Tree' with a special Christmas message.

All the funds raised from the K5 Christmas baubles were given to charities including Femili PNG, which was selected by the foundation.

Brian Bell Herescentes Lee manager Tony Inzell said the promotion raised more than K4300.

"With that amount, the Sir Brian Bell Foundation donated an additional K20,000 to each of the charities," he said.

"With the help of Sir Brian Bell Foundation, we are making a worthy donation."

"We hope that Femili PNG can put it to good use in helping the people of Lee in situations beyond their control."

Femili PNG is a non-government organisation that runs a case management centre to assist survivors of family and sexual violence.

"The donation will help us to continue our services to the survivors, and also help to support our partners who assist survivors of family and sexual violence," operations manager Durga Das said.

"Femili PNG thanks the Brian Bell Group and the Sir Brian Bell Foundation for donating over K24,500 to support our work."

The chief executive Brian Bell Group, Cameron Mackellar, said: "We could not be more excited by the outcome and results of our Christmas Wishing Tree initiative."

"It was all about giving, sharing and family."

"I was amazed by the generosity of so many people over the Christmas period."

"We will be continuing the Christmas Wishing Tree programme this year."

## NATIONAL NEWS

### Brian Bell Donates Restoration Packs

Oil Search Foundation (OSF) Has Assisted Brian Bell Group Distribute More Than 1500 Restoration Packs As Part Of Its Donation To Communities Affected By The PNG Highlands Earthquake In February.

August 9, 2018

Oil Search Foundation (OSF) has assisted Brian Bell Group distribute more than 1500 restoration packs as part of its donation to communities affected by the PNG Highlands earthquake in February.

The packs, which contain digging and cutting tools, crop seeds and water storage equipment, were funded by the Brian Bell Group and proceeds from an earthquake response sale held in April this year.

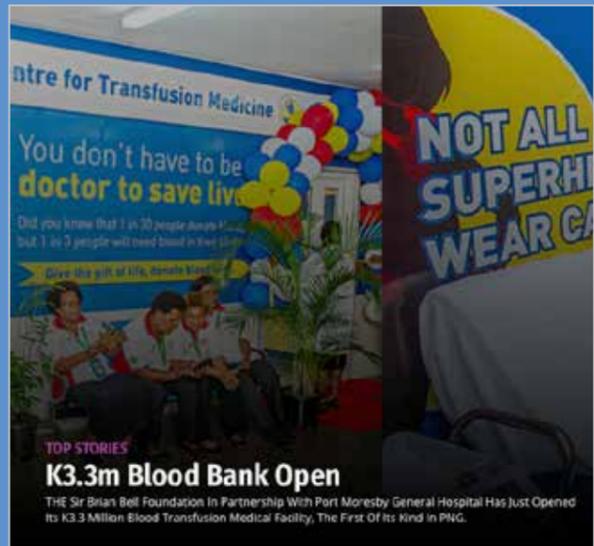
Oil Search Foundation assisted Brian Bell to coordinate the distribution using Oil Search logistics capabilities. Helicopters helped to deliver packs to remote communities not linked by roads.

An OSF manager overseeing the distribution, Jenny Alpa, said that communities were appreciative of the gift from the Brian Bell Group.

"Recipients were grateful for the packs provided which contained supplies needed to rebuild their homes and gardens," said Ms Alpa.

Brian Bell Group chairman, Ian Clough, acknowledged the support of their customers and thanked OSF and Oil Search for helping with the distribution.

"As a proud Papua New Guinean company that has been part of the community for over 60 years, we feel responsible to contribute in whatever way we can to help the response when natural disasters such as the PNG Highlands earthquake occur. I acknowledge all of our many



## K3.3m Blood Bank Open

December 6, 2018

BY PAMELA BARARA

DRUG JOURNALISM STUDENT

THE Sir Brian Bell Foundation in partnership with Port Moresby General Hospital has just opened its K3.3 million blood transfusion medical facility, the first of its kind in PNG.

The newly renovated blood bank comprises the collection centre, where blood is collected from donors, the testing which is to make sure the blood is safe for use and the third phase which is the grouping and cross matching of blood.

Speaking at the opening of the blood bank yesterday, Port Moresby General Hospital chief executive officer Dr Umesh Gupta said the project took three years and was an initiative follow-

### Foundation comes to the aid of blood bank

December 6, 2018

Article Views: 403

By LULU MARK

Blood transfusion at Port Moresby General Hospital has been made more efficient to save lives – thanks to Sir Brian Bell Foundation.

The renovated blood bank opened yesterday. Called Sir Brian Bell Centre for Transfusion Medicine, it has a collection site for getting blood from donors and a testing site to ensure the blood is safe.

Hospital chief executive Dr Umesh Gupta said the foundation financially supported the hospital with K3.3 million over three years, including technical manpower support.

This is built on the legacy of Sir Brian Bell, who served as chairman of the hospital for 30 years.

Laboratory machines and equipment were upgraded from manual and semi-automated to fully automated.

Gupta said this was a culmination of a journey of almost three years, where the hospital and its partners worked to address blood shortage issues in the hospital.

"In 2014, there were stories of people dying, and doctors cancelling patients' appointments because there was no blood," he said.

Gupta said a corporate blood drive was sponsored by the ANZ bank from 2014 to 2016 and the foundation sponsored the youth blood drive.

"These drives created awareness in the communities on healthy lifestyles and the importance of donating blood," he said.

"Blood cannot be manufactured, it has to come from another human being to save lives. People were also educated that when donating blood, health checks could be made. The programmes were successful because there was no blood shortage."

Foundation chief executive Bernwyn Wright said the transfusion centre was built on the success of the blood-drive initiative. "When the Sir Brian Bell Foundation officially started two years ago, we did so by introducing a blood donation programme aimed at the youth of Port Moresby," she said.

"The youth blood drive saw the foundation and the blood bank team visit many high schools, colleges and universities to educate and inspire the new wave of blood donors in our community."

The foundation's plans included the redevelopment of the blood bank facility, a major equipment upgrade and

## Port Moresby Nature Park opens Training and Learning Center

October 10, 2017

Port Moresby Nature Park opened a new Training and Learning Centre today for learning sessions for school kids.

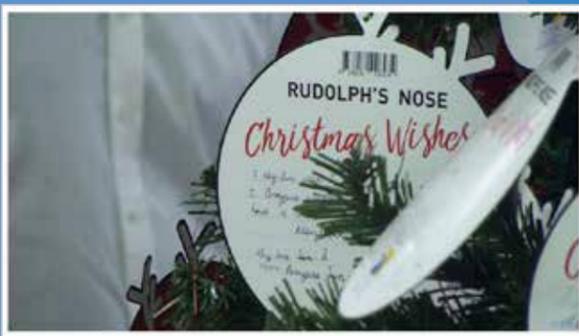
The Training and Learning Centre will enable the Park to provide more effective learning sessions for the thousands of school children that participate in the Park's weekly educational programs. The programs support the learning outcomes of the PWO School Curriculum, which has been one of core reasons that the Park has been able to deliver its programs to approximately nineteen thousand school children this year alone.

At the opening Port Moresby Nature Park's General Manager, Ms Michelle McGeorge said, "This is a wonderful new addition to the facilities of the nature Park, the opening of the Training and Learning Centre will enable us to provide a more conducive learning environment for students no matter what the weather conditions."

Students from Wagan Primary School were invited by the park to be the first to utilize the facilities, with a session run by Port Moresby Nature Park's education team.

Ms McGeorge continued to say, "This project would not have been possible if it wasn't for some truly amazing organisations that have supported us every step of the way. We had a zero budget, so to stand in front of this amazing building because of the generosity of our sponsors is quite humbling."

Gold sponsor Rod Sea Housing generously donated their services to constructing the building with additional modifications to turn the building into a full functioning training and learning centre. Further assistance for the project was given by Major Partner Ecomobi PNG who have supported the Port Moresby Nature Park since 2013, and by Gold sponsor EDM who completed the electrical works on



## Brian Bell's Wish Tree Program Launched

February 23, 2017

By Elizabeth Guka, EMTV News Cadet - Port Moresby

The Brian Bell Group of Companies in partnership with the Sir Brian Bell Foundation launched their Wish Tree Program yesterday in Port Moresby. The program will help to raise much needed funds for various charity organisations in Papua New Guinea.

With just a few days short of Christmas, this nationwide program is set to support charity organisations in the country. The program was initiated in 2017 and raised over K140, 000, with a K180, 000 additional donation given towards the proceeds of the program.

Chief Executive Officer for Brian Bell Group of companies, Cameron Mackellar, further explains about the program.

"The program is a very important program to both the Sir Brian Bell Foundation and the Brian Bell Group of Companies. We launched it last year, and essentially, it helps us to raise money for much needed charities in the country," he said.

"This Christmas, the Brian Bell Group of Companies will be raising a total of K180, 000 with additional contributions from the Sir

## NATIONAL NEWS

### Ambulance Service Upgraded

The St John Ambulance Service Launched Its Paramedic Program in Papua New Guinea.

October 30, 2017

The St John Ambulance service launched its paramedic program in Papua New Guinea.

They also celebrated the graduation of their ambulance officers during the launch.

The paramedic program aims to address six core areas including, improved overall patient outcomes through quality pre-hospital care, reduce maternal and infant mortality through advanced pre-hospital obstetric training, improving health care for person in police situation, provide effective care to trauma patients, reduce death and disability from treatable conditions and respond paramedics to health centres and help clinic staff manage patients with serious cases.

St John Ambulance PNG chief officer Matthew Cannon said the people who work for the service have chosen to dedicate their lives to the service of others.

He said paramedics are highly educated and skilled emergency health practitioners who bring advanced emergency techniques on the road or remote clinic.

Going forward, the St John Ambulance vision is no man, woman, girl or boy dies or suffers from a disability because they were unable to receive pre-hospital care in an emergency.

The intensive care paramedic ambulance was launched by Moresby South MP Justin Thatchenko and National Capital District Governor Powes Parkop.

## Brian Bell has a nose for a good deed

December 7, 2018

Article Views: 164

BRIAN Bell Group has launched a charity programme that allows everyone to take part and feel good about Christmas.

"All you have to do is purchase a Rudolph Nose for K2 at any Brian Bell Centre, write your Christmas wish on the back and hang on the Christmas tree in the stores," said Brian Bell Group chief executive Cameron Mackellar.

Mackellar said that all the money donated would go to the charities supported by the Sir Brian Bell Foundation.

The Wish Tree charity programme was launched in Port Moresby yesterday.

The foundation will give K20,000 to each of the charity selected. Everything raised through the Wish Tree programme will be added to that.

The programme was launched last year and raised over K140,000. A target of K180,000 has been set for this year.

"Our team members have been heavily involved in making sure that they've reached out to their charities," said Sir Brian Bell Foundation chief executive Bernwyn Wright.

Customer Rex Lavia praised Brian Bell for "doing a wonderful job", not only to help different charities each year but also to allow its customers to give something back to the poor.

The facilities that will receive donations are City Mission (Port Moresby), Femili PNG (Said, Links of Hope (PH) Hagen), Madon Hospital (Madang), Mt Zion Centre for the Blind (Goroka), Group House (Korope) and the dental clinic at the Ende General Hospital.

# Our Community





## Contact us.

PO Box 1228  
Boroko PNG

Telephone: 325 5411

[www.sirbrianbellfoundation.org](http://www.sirbrianbellfoundation.org)