

FORMER MEDIA STAR'S LEGACY HELPS COMPLETE GROUNDBREAKING MEDICAL RESEARCH

The completion of a groundbreaking study, aimed at improving the lives of Maori and Pacific peoples following a stroke, has been made possible through the generosity of the late media personality Barbara Basham and a legacy she established for medical research with the Guardian Trust Centre for Philanthropy.

Mark Cassidy, the National Manager of the Centre for Philanthropy, recently presented a cheque for \$171,000 required to complete the landmark study on behalf of the Barbara Basham Medical Charitable Trust to Professor Richard Beasley of the Medical Research Institute of New Zealand and the study's leader, Dr Matire Harwood. This marks the first grant from the charitable trust which has been growing under the management of Guardian Trust since its establishment in 2002.

The study consists of a controlled trial on the effectiveness of two types of treatment following a stroke for Maori and Pacific peoples. Maori and Pacific communities have a high incidence of stroke, and substantially worse outcomes, than the Pakeha population.

Until the Basham gift, the research, which has been underway since 2005, had been funded by the Health Research Council, at a cost of approximately \$2.1m. With the requirement to extend the study for a further 12 month period, the Basham grant has ensured the research project will be successfully completed.

Barbara Basham was the daughter of 'Aunt Daisy', an iconic New Zealand radio broadcaster during the 1940s, 50s and 60s. Barbara herself had a distinguished career: she served as a nurse in Egypt during World War II before establishing a career in public radio that spanned more than 30 years. Barbara was awarded an MBE for her services to Broadcasting and Community in 1981.

"Barbara was an amazing lady who had a real affinity with New Zealand through her media and community involvement. It is a real privilege to have been entrusted with the affairs and assets of Barbara and her late mother Aunt Daisy for more than 40 years, and it's only fitting that her legacy is going to help complete landmark research by a world class team," Mr Cassidy said.

"This is a great example of the importance of private philanthropy and the difference it can make through leveraging with other funders to achieve a social benefit that would not otherwise be realised. "

The Centre for Philanthropy currently administers approximately 40 trusts providing ongoing funding to support medical research in New Zealand. Its granting policy is to support world-class research that has significant merit and social benefit and is benchmarked against the highest international medical standards.

Mr Cassidy says this particular grant meets that policy in every respect, because it is targeted to address a particular medical and social need in the community, and has received financial support from the Health Research Council.

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For more information:

Kate Alexander Alexander Communications +64 (0)27 244 6094 kate@alexandercomms.co.nz

About the Guardian Trust Centre for Philanthropy

Guardian Trust established the Centre for Philanthropy in February 2008 to provide a platform for private philanthropists to choose the best way to structure and target their giving by better understanding the options available. Guardian Trust is a leader in the charitable trust sector, acting as trustee for more than 450 charitable trusts that provide approximately \$26 million of funding annually to benefit New Zealanders.

About Guardian Trust

Guardian Trust has been serving New Zealanders for 125 years and is a market leader in estate planning, asset protection and wealth management. It is one of New Zealand's foremost trustee companies, providing wide-ranging advice and expertise in areas including Wills and enduring powers of attorneys (EPAs), estate administration, financial planning, and personal and corporate trusts.