



# Charity back for our little heroes



**MICHAEL McGUIRE  
KEN McGREGOR**

A LESS blokey, more national organisation which will help more children is what Chris McDermott is planning for the Little Heroes Foundation,

the new name for the McGuinness McDermott Foundation.

Mr McDermott said yesterday he wanted to soften the image of the charity, which had become too syn-

onymous with himself and co-founder Tony McGuinness.

"The Little Heroes Foundation is bringing the kids back to the front," he said.

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# Charity returns for our little heroes

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"While we still continue to have a strong sporting theme behind our fundraising it won't be as blokey and won't be as M&M focused."

Mr McGuinness quit as a director of the Foundation last week after allegations he had an inappropriate relationship with the wife of a former Hells Angel became public. Mr McDermott declined to comment on the actions of Mr McGuinness but confirmed the allegations were starting to hurt the charity they jointly founded in 1996.

Mr McDermott last night introduced the new strategy to an invited group of about 40 partners and sponsors of the McGuinness McDermott Foundation. He said he had been inundated with support over the past week. "The phone has never rung more.

We have been overwhelmed with the amount of people wanting to be involved," he said.

The Little Heroes yesterday announced its first fundraiser under its new banner, a Ladies Only night at the Hilton next Friday. In its strategy to soften its image, the foundation has signed up new ambassadors in Olympic cyclist Anna Meares and Thunderbirds netballer Natalie von Bertouch.

Mr McDermott said the foundation would broaden its scope to include children suffering from serious illness other than cancer and would work more with interstate charities.

"We have opened arms and said we are happy to joint-venture, co-brand, co-partner with like-minded not-for-profit organisations," he said. "Instead of us receiving money

and pushing it straight into a project at the Women's and Children's we are looking at all other serious illnesses and all other charities and all other needs, not just in SA."

Rebecca Crowson, whose daughter Sarah, 8, was diagnosed with a rare form of cancer in March 2009, said the foundation had offered "an enormous amount of emotional assistance" to the family in her daughter's illness.

"The kids love the new name because that is what they really are, little heroes," she said.

"I would hate to think what it would be like if the Foundation was not there. It is not just for now but for the kids of the future."



**NEW HOPE:** Chris McDermott with Sarah Crowson and Claire Brooker at the Women's and Children's Hospital yesterday.