



Leukaemia  
Lymphoma Myeloma  
Related Blood  
Disorders

# Leukaemia Foundation of Australia

Annual Report 09-10



Every hour, someone in Australia is diagnosed with leukaemia, lymphoma or myeloma. Every two hours, someone dies from one of these blood cancers.

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When blood cancer changed the lives of nearly 10,000 people across Australia this year, the Leukaemia Foundation was ready to care for them and their loved ones.



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## From The Chairman, Robert Yeo



Our focus this year has been on building the future.

While it's true that the Leukaemia Foundation has been supporting Australian families since 1975, only four financial

years have passed since it was resolved that we could achieve more by working together than we could ever achieve alone.

In 2006 the Leukaemia Foundation of Australia lifted state borders, developed national strategies and centralised internal operational support. In doing so, we hoped to create an organisation that reflected the richness of our past and our hopes for the future.

This year has been characterised by a significant focus on determining what systems and structures we need to tackle tomorrow's challenges; the growing demand for our services, increasing competition for donor support, and building long-term partnerships that create opportunity and learning.

We asked questions to learn more - about the needs of people we support, about market perceptions of key tactics critical to our success, about how our people see us and

how we see our people. We are starting to better understand who we are, and who we want to be.

As always, our commitment to our *Vision to Cure* and *Mission to Care* is resolute. A Vision highlight this year was the award of our inaugural Philip Desbrow Senior Research Fellowship to Dr Carl Walkley at St Vincent's Institute of Medical Research. The grant was named in honour of the founding CEO of the Leukaemia Foundation of Australia, the late Philip Desbrow, and is awarded to an Australian scientist of outstanding excellence. The fellowship is valued at \$1 million over five years.

Our commitment to funding research into cures and treatment options, providing our support services free to patients and their carers, and to advocating on behalf of blood cancer patients remains constant. We understand the responsibility that comes with being the only Australian not-for-profit organisation dedicated to the care and cure of people with blood cancer and related blood disorders.

To everyone who is invested in the Leukaemia Foundation's *Vision to Cure* and *Mission to Care*, we are confident in our future.

## From The Chief Executive Officer, Peter Cox



2009-10 has been a successful year for the Leukaemia Foundation of Australia.

Our strengthened commitment to our *Vision to Cure* of \$2,424,281 was

an increase of \$754,615 on last year, and our greatest annual commitment yet. Our program continues to receive high praise from the international blood cancer research community for the important contribution it makes to advancing scientific discovery.

Our *Mission to Care* again saw the Leukaemia Foundation providing practical, necessary support to blood cancer patients and their carers through our transport service, 'home away from home' accommodation and education programs. In 2009-10 we were able to increase funding to our Support Services program by \$178,500 year-on-year. We were pleased to hold the inaugural National Myeloma Day on 19 May 2010 to raise awareness of myeloma in the Australian community and bring patients together for education and support. We were also pleased to collaborate with the University of Sydney on a psychosocial study of blood cancer patients. The outcomes of this study will assist in continuing to ensure the patient services we provide are both practical and relevant.

Financially, our surplus after fundraising and operational costs increased by \$1,385,000.

Our strategic focus on non-event fundraising resulted in an increase in fundraising revenue of \$834,000. It was particularly pleasing that this occurred without detriment to our event fundraising, which increased by \$2,749,000 due largely to a record result in our signature event, *World's Greatest Shave*.

Internally, we have long felt the need to improve the database that allows us to manage our interactions with patients, volunteers and donors. This year was spent scoping our needs and researching the market for the most suitable product. With selection of a product and implementation partner, we expect the database to be operational early in 2011, affording us many opportunities for more efficient and effective communications with stakeholders.

Our Adelaide Patient Village is making strong progress. Financial and architectural plans were refined this year and we expect construction to begin in May 2011 with a targeted completion date of June 2012.

Finally I would like to acknowledge our many supporters including major corporate partners like Bridgestone Australia Limited, GM Holden, BAE Systems and Seeley International. From the wonderful public who support major events like *Light the Night*, to the growing team of passionate volunteers who make our important work possible - thank you.

Our organisation is about the interactions of many. To everyone, thank you for being part of our *Vision to Cure* and *Mission to Care*.

# Highlights 09-10



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## Philip Desbrow Senior Research Fellowship

In 2009 the Foundation announced the creation of the Philip Desbrow Senior Research Fellowship, a research fellowship awarding \$1 million over five years to an Australian scientist or clinician of excellent international standing. The Foundation was delighted to award the inaugural Philip Desbrow Senior Research Fellowship to Dr Carl Walkley.



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## Collaborating with industry to fund cancer research

In 2010 the Leukaemia Foundation was a founding member of a new collaborative group called the Cancer Research Leadership Forum (CRLF). CRLF membership is open to all national charities which fund cancer research and will foster collaboration that will benefit the people we support and all stakeholders.



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## Inaugural National Myeloma Day

We supported the first National Myeloma Day on 19 May 2010 to raise awareness of myeloma and its impact in Australia. Myeloma is a cancer of the white blood cells with an incidence that is growing at the fastest rate of all blood cancers in Australia. Around 1,500 new diagnoses each year are expected in people aged over 50.



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## Building strong partnerships

Bridgestone Australia has been supporting the Leukaemia Foundation for over 20 years through the provision of Patient Transport Vehicles across the country. Recently Bridgestone extended their support to include funding patient accommodation, education and research. This year, Bridgestone chose us as their sole charity.



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## A record year for fundraising events

*U.G.L.Y Bartender of the Year* continued to raise eyebrows and cash in pubs across the country, raising nearly \$300,000 in one month and exceeding expectations by 23 per cent. *World's Greatest Shave*, the Foundation's flagship fundraising event raised almost \$11.1 million!



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## Tracking editorial support provides fresh insights

In previous years, we have tracked editorial coverage for major campaigns such as the *World's Greatest Shave*. In 2009-10, we extended our tracking systems to include a broader range of our activities, this has helped us gain fresh insights into how we communicate our work and raise awareness of the need in the community.



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## Providing a home away from home

In some cases, it has been 30 years since our Sydney accommodation units were completely refreshed. This year, refurbishments to our Westmead and Waverton unit blocks have given new life to five of our units and been welcomed by returning families.



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## Using our funds wisely

After weathering the global financial crisis, the Leukaemia Foundation performed above expectations in the 2009-10 financial year. Total income was higher than 2008-09 enabling increased spending on Vision and Mission initiatives. Overall, the end result was more than double the surplus of the previous year.

# Year In Review

"I feel very humbled to have beaten the odds so far. I try to live each day as best as I can, fulfilling mine and my family's wishes." **Tony Zelipski**



# A family's story

Whether he's watching his beloved Port Adelaide Football Club play, enjoying a good DVD with his wife of 12 years, or ensuring his daughters' fairy costumes are complete with all-important wands, Tony Zelipksi counts himself lucky.

Once a man with a self-described "take no prisoners" approach, Tony has a changed outlook on life after a diagnosis of lymphoma turned life upside down for him and his wife, Vicki, and their young daughters Rozalia and Georgia.

Tony initially complained of a sore back around Valentine's Day 2009. After pursuing chiropractic treatment, then consulting a GP and a physio, Tony remained "almost bed-ridden". Just a few weeks after first seeking an answer, Tony and Vicki were faced with the shocking news that Tony had lymphoma. Doctors promised they would "hit it hard" with chemotherapy.

"I gave in to the fact that this is the path I needed to be on to get through the illness," Tony said. "There was no denial or anger or fear – just optimism that I was young and fit to fight. After all, I had a young family that needed me to be there for them."

Tony underwent an autologous stem cell transplant in May, 2009. This coincided with Mother's Day and Georgia's fourth birthday – occasions on which Tony's girls particularly felt his absence.

To help Tony occupy his time in hospital, Vicki recalls taking the bills to him and having him plan a family holiday to Cairns. This helped to maintain some normality during an uncertain time.

"I made it clear to Tony that he wasn't to leave me – that wasn't part of the deal," Vicki said.

When Tony was intermittently able to be at home again (the family had rented out their home and moved in with Vicki's parents), the Leukaemia Foundation transported him to and from his hospital treatments.

"I wouldn't have been able to get him there otherwise – I had the girls to look after," Vicki said. "The Leukaemia Foundation car was just a godsend."

November 24, 2009, was a great day for the Zelipskis – it was the day Tony left hospital.

In February 2010, Tony returned to work and has since taken on a new leadership role with Origin.

Tony is now in full remission, requiring three monthly checks.

"I feel very humbled to have beaten the odds so far," Tony said. "I try to live each day as best as I can, fulfilling mine and my family's wishes."

# Responding to the Need

10,000 Australians are projected to be diagnosed with blood cancer this year. We'll be ready.

The Leukaemia Foundation of Australia is the only Australian not-for-profit organisation dedicated exclusively to the care of patients and families living with leukaemias, lymphomas, myeloma and related blood disorders, and to the cure of these diseases.

We continue to focus on reducing the impact of blood cancers on Australian families and assisting them to shape a future beyond blood cancer. In the meantime, our dedication to supporting people living here and now is unwavering.

## Our Vision to Cure

Each year, we invest millions in the work of Australia's most talented researchers to find better treatments and cures. Our investment this year was \$2,424,281 in 51 projects.

## Our Mission to Care

Many simple aspects of life become complex when a person is diagnosed with blood cancer. Our services are designed to reduce the burden on families and allow them to focus on treatment and staying together. We are absolutely committed to keeping these services free of charge so that families like the Zelipksi family can access support when they need it most.

## In 2010 it is projected that

- More than 4,700 Australians will be diagnosed with lymphoma
- More than 3,200 Australians will be diagnosed with leukaemia
- More than 1,500 Australians will be diagnosed with myeloma.

# Vision to Cure

In the 1960s a diagnosis of childhood leukaemia was a death sentence. Today, almost 90 per cent of children with acute lymphocytic leukaemia survive.

## Aims and highlights

Decades of research have improved survival rates and treatment for people with leukaemia, lymphoma, myeloma and related blood disorders. However, blood cancer is still the second biggest cause of cancer death in Australia. Some forms of leukaemia have five year survival rates as low as 38 per cent.

The Leukaemia Foundation's National Research Program continues to advance blood cancer research in Australia. In 2009-10, we funded 51 projects valued at almost \$2.5 million\*. Our *Vision to Cure* continues to thrive through the support of our National Medical and Scientific Advisory Committee, chaired by Professor Ken Bradstock. The Committee practises rigorous peer review to assess grant recipients, providing donors with confidence that only the best research in leading Australian hospitals and institutions is being funded. Professor Andrew Boyd chairs the Grants Review Committee and Professor Geoff Hill the Fellowships and Scholarships Committee. We were also very proud to have Professor Peter Klinken serve as Chair of the selection panel for the inaugural Phillip Desbrow Senior Research Fellowship. (See page 09).

This has included the appointment of our first two Clinical PhD scholarships, aimed specifically at encouraging recently or nearly qualified haematologists to undertake a PhD program. These highly qualified clinicians will in the future be well-placed to translate scientific discoveries to patient benefit through clinical trials and associated investigations.

A real highlight of 2009-10 was hosting, for the third time, the New Directions in Leukaemia Research Conference. This has rapidly become the most exciting and important leukaemia research meeting in Australia, bringing together scientists and clinicians to discuss and debate current concepts in understanding the diseases, research breakthroughs and emerging therapies. We are proud of our role in connecting the research community to fast-track learning and outcomes.

In 2009-10 we invested in new and ongoing projects in the following categories:

- **17 Grants-in-Aid** providing up to \$100,000 per year to seed fund novel and promising research projects
- **7 Postdoctoral and Clinical Fellowships** which provide up to three years funding to establish clever early career scientists and clinicians in a career in blood cancer research
- **18 PhD Scholarships** to the most able upcoming young scientists in Australia
- **1 annual Honours Year Scholarship** in Western Australia
- **3 Career Establishment Grants** in NSW which enable recently qualified haematologists to establish their own clinical research programs

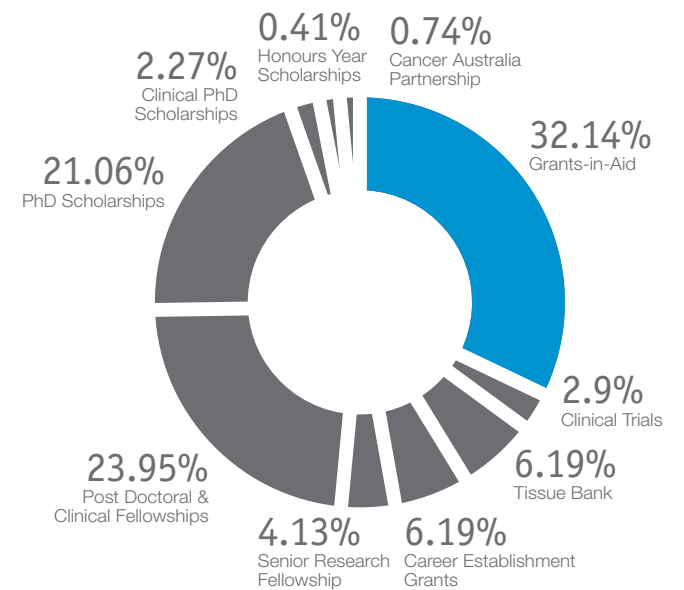
## Looking ahead

Our focus for next year is a formal evaluation of how grants made by our National Research Program since 2005 are

contributing to better outcomes for people with blood cancer. This will include collating details of research published in medical journals and projects which under our support have advanced to the stage where government and other funding was secured.

We also intend to extend our grant program to include a clinical trial grant to target support for independent clinical trials initiated by Australian investigators.

Total Vision Expenditure 09-10 - \$2,424,281



\*66 projects and \$3.5 million with the Leukaemia Foundation of Queensland.



## GRANTS-IN-AID

### Dr Matthew McCormack and Dr David Curtis

Bone Marrow Research Laboratories, Royal Melbourne Hospital  
*Determining the causes of T-cell acute lymphoblastic leukaemia*

#### The need

Acute lymphoblastic leukaemia (ALL) is the most common type of cancer in children. Around 15 per cent of these diagnoses are a subtype known as T-ALL, which is curable in 70 per cent of cases, but has a very poor prognosis if relapse occurs. Scientist Dr Matthew McCormack and haematologist Dr David Curtis are seeking to understand which cells are responsible for relapse in T-ALL patients. They have shown that a gene called Lmo2 which causes T-ALL, enables T-cells, which are usually a normal part of our immune systems, to develop into preleukaemic stem cells – cells which may ultimately develop into cancerous cells. Instead of undergoing a normal death within a couple of weeks, these cells can persist in the body for years. This persistence allows the cells time to accumulate additional mutations which cause leukaemia.

#### Progress

Matthew and David have identified some of the genes that allow Lmo2 to turn normal T-cells into preleukaemic stem cells. Most importantly, they have shown that these particular preleukaemic stem cells are exceptionally resistant to conventional leukaemia therapy. While high-dose radiation eliminated over 99 per cent of T-cells, the Lmo2 induced stem cells resisted treatment and recovered rapidly. This resistance implies that these cells are likely to be responsible for relapses which occur following conventional leukaemia therapies. The significance of Matthew and David's research was recognised by their peers when it was published in the prestigious international journal *Science* in early 2010.



## CLINICAL FELLOWSHIP

### Dr Siok Tey

Queensland Institute of Medical Research  
*Restoring immunity against viruses after bone marrow transplantation*

#### The need

Donor stem cell transplantation can be very effective in treating leukaemia and related blood diseases such as myelodysplasia and lymphoma. Sometimes it offers the only possible hope for a cure. But stem cell transplant recipients are profoundly immunosuppressed as a result of necessary pre-transplant treatment and ongoing therapy. This means that simple infections which most people would not usually know they have, such as human cytomegalovirus (CMV), are a major source of illness and death in transplant recipients. Dr Siok Tey is part of Professor Geoff Hill and Associate Professor Rajiv Khanna's team investigating how to restore stem cell transplant recipients' immunity to common viruses such as CMV, which is found in 50-80 per cent of our population.

#### Progress

Siok has so far enrolled 45 stem cell transplant patients in a study to learn how immunity to CMV infection is rebuilt after stem cell transplant. She is also investigating whether immune cells from stem cell transplant recipients can be expanded in the laboratory for therapeutic use. Her team believes their combined laboratory and clinical study will contribute toward new ways to monitor, prevent, and treat CMV disease in stem cell transplant patients. This study will also give important insight into how the immune system recognises abnormal cells: not only virus-infected cells, but also leukaemia and other cancer cells.



## PhD SCHOLARSHIP

### Dr Jake Shortt

Peter MacCallum Cancer Centre  
*Enhancing Responses to Chemotherapy for Lymphoma and Myeloma*

#### The need

Each year in Australia more than 3,500 people are diagnosed with a form of B-Cell lymphoma and more than 1,100 people with myeloma. These cancers are difficult to treat effectively with currently available treatments and myeloma is considered incurable. Cancer cells are essentially immortal. Haematologist Dr Jake Shortt is seeking to understand how cells of these cancers evade the regulation systems of our bodies and instead of dying take over with uncontrolled growth.

#### Progress

Jake and his research group have identified how a key biological pathway enables these cancers to escape the normal protective processes of cell death. Jake is now investigating the exact mechanism by which a new class of drugs 'switches off' this pathway, causing lymphoma and myeloma cells to die. He has shown how these new drugs have low toxicity to normal cells - indicating their effectiveness to target only the cancer cells. Jake's goal is to understand these precise mechanisms, so that rational combinations with existing therapies can be translated to the clinic and ultimately improve patient outcomes.

# Grant Recipients

## Grants-in-Aid

(Max. \$100,000/one year)

Full funding period – Jan to Dec 2010

### Dr G. Best & Assoc Prof S. Mulligan

Kolling Institute, NSW  
The HSP90 protein in CLL

**\$50,000**

### Assoc Prof P. Ekert

Murdoch Children's Research Institute, VIC  
Blocking Hox genes to treat leukaemia

**\$49,000**

### Assoc Prof D. Gill & Dr N. McMillan

Princess Alexander Hospital, QLD  
Novel growth factors in CLL

**\$50,000**

### Dr S. Fuller et al

University of Sydney, NSW  
Study of genes that cause CLL

**\$50,000**

### Dr K. Mason et al

Walter and Eliza Hall Institute, VIC  
Promoting cell death to improve treatment of CLL

**\$50,000**

### Dr P. Neeson & Assoc Prof D. Ritchie

Peter MacCallum Cancer Centre, VIC  
A new model that aids better understanding of CLL and effective treatment

**\$49,000**

### Dr J. Pimanda

Prince of Wales Clinical School, NSW  
Do leukaemic cells adopt blood stem cell properties to induce leukaemia?

**\$49,000**

### Dr L. Purton & Dr M. Askmyr

St Vincent's Institute, VIC  
Helping blood cell numbers recover after transplantation or chemotherapy

**\$49,000**

### Assoc Prof D. Ritchie & Dr P. Neeson

Peter MacCallum Cancer Centre, VIC  
Using the immune system against CLL

**\$25,000**

### Dr S. Ting & Dr S. Russell

Peter MacCallum Cancer Centre, VIC  
Blood and leukaemia cell function

**\$25,000**

Full funding period Jan to Dec 2009

### Assoc Prof D. Ashley

Children's Cancer Centre,  
Royal Children's Hospital, VIC  
Investigating the factors that cause and determine outcome of childhood leukaemia

**\$50,000**

### Assoc Prof L. Fritschi

Western Australian Institute for Medical Research (WAIMR), WA  
The risk of developing a second cancer after leukaemia or lymphoma

**\$14,398**

### Assoc Prof R. Johnstone & Prof M. Smyth

Peter MacCallum Cancer Centre, VIC  
Developing new treatments for blood cancer

**\$50,000**

### Prof P. Klinken & Dr L. Winteringham

WAIMR, WA  
Role of Mlf1 in stem cells

**\$46,000**

### Dr M. McCormack & Dr D. Curtis

Royal Melbourne Hospital, VIC  
Determining the causes of T-cell ALL

**\$47,000**

### Dr L. Purton & Dr M. Askmyr

St Vincent's Institute, VIC  
Understanding how blood cell diseases form

**\$50,000**

### Dr A. Wei & Professor S. Jackson

Australian Centre for Blood Diseases,  
Alfred Hospital, VIC  
Molecular targeting of the bone marrow microenvironment in acute leukaemia

**\$50,000**

## Clinical Fellowships

(Max. \$100,000/year for three years)

### Dr E. Blyth

University of Sydney at Westmead  
Millennium Institute, NSW  
Use of donor immune cells to fight viral infections in recipients of blood stem cells

**\$100,000**

(full funding period - Jan 2008 to Dec 2010)

### Dr S. Tey

Queensland Institute of Medical Research, QLD  
Restoring immunity against viruses after bone marrow transplantation

**\$97,000**

(Full funding period - Jan 2008 to Dec 2010)

### Dr S. Lin Khaw

Royal Melbourne Hospital, VIC  
Bench to bedside – studies with novel therapy in adult and childhood cancers

**\$46,599**

(Full funding period - Jan 2009 to Dec 2011)

## Post Doctoral Fellowships

(Max. \$100,000/year for three years)

### Dr M. van Leeuwen

University of NSW  
The risk of haematopoietic cancer in people hospitalised with an autoimmune disease

**\$45,500**

(Full funding period – Jan 2010 to Dec 2012)

### Dr M. McKenzie

Walter and Eliza Hall Institute, VIC  
Understanding the molecular basis of lymphoma cell death

**\$49,500**

(Full funding period – Jan 2010 to Dec 2012)

### Dr C. Carmichael

Walter and Eliza Hall Institute, VIC  
Investigation of the role of the Erg gene in blood cell development and disease

**\$97,759**

(Full funding period - Jan 2008 to Dec 2010)

### Dr E. Lee

Walter and Eliza Hall Institute, VIC  
Understanding and manipulating cell death to treat blood cancers

**\$97,884**

(Full funding period – Jan 2009 to Dec 2011)

### Dr W. Stevenson

Royal North Shore Hospital, NSW  
Targeted therapy and diagnostic strategies for management of chronic myeloproliferative disorders

**\$50,000**

(Full funding period – Jul 2006 to Oct 2010)

### Dr Stephen Larsen

Royal Prince Alfred Hospital, VIC  
Improving the treatment of a complication of transplantation with a novel cell therapy

**\$50,000**

(Full funding period – Apr 2007 to Apr 2010)

### Dr J. Pimanda

Prince of Wales Hospital, University of NSW, NSW  
Identifying genes that are abnormally switched off in myelodysplasia

**\$50,000**

(Full funding period -- Jan 2009 to Dec 2011)

## PhD Scholarships

(Max. \$40,000/year for three years)

### Ms U. Sansom-Daly

University of NSW  
New ways to support young people with cancer

**\$20,000**

(Full funding period – Jan 2010 to Dec 2012)

### Ms L. Schafranek

Institute of Medical and Veterinary Science, SA  
Eradication of leukaemic stem cells using therapy combinations in CML

**\$20,000**

(Full funding period – Jan 2010 to Dec 2012)

### Ms L. Varghese

Walter and Eliza Hall Institute, VIC  
Understanding the molecular mechanisms that regulate blood stem cell activity

**\$20,000**

(Full funding period – Jan 2010 to Dec 2012)

### Mr D. Watkins

Walter and Eliza Hall Institute, VIC  
Characteristics of CP-CML patients who respond poorly to imatinib

**\$20,000**

(Full funding period – Jan 2010 to Dec 2012)

**Mr J. Wong**

Westmead Millennium Institute, NSW  
Targeting signalling in ALL

**\$20,000***(Full funding period – Jan 2010 to Dec 2012)***Dr V. Bhadri**

Children's Cancer Institute of Australia, NSW  
Drug resistance in childhood leukaemia

**\$40,000***(Full funding period – Jan 2009 to Dec 2011)***Mr C. Chan**

Peter MacCallum Cancer Centre, VIC  
The innate immune system in cancer

**\$40,000***(Full funding period – Jan 2009 to Dec 2011)***Ms L. Eadie**

Institute of Medical and Veterinary Science, SA  
Studies of cellular transport of nilotinib

**\$40,000***(Full funding period – Jan 2009 to Dec 2011)***Ms F. Ke**

Walter and Eliza Hall Institute, VIC  
To determine the role of Bok in programmed cell death and leukaemia development

**\$40,000***(Full funding period – Jan 2009 to Dec 2011)***Ms G. Liu**

Walter and Eliza Hall Institute, VIC  
Genes involved in AML

**\$40,000***(Full funding period – Jan 2009 to Dec 2011)***Mr S. Pang**

Walter and Eliza Hall Institute, VIC  
Understanding cancers of the blood

**\$40,000***(Full funding period – Jan 2009 to Dec 2011)***Ms M. Sulda**

Flinders University, SA  
Markers and therapeutic targets in B-cell CLL

**\$20,000***(Full funding period – Jan 2008 to Dec 2009)***Dr S. Brown**

Children's Cancer Institute of Australia for Medical Research, NSW  
Genetic changes which predispose the development of ALL in children

**\$40,000***(Full funding period – Jan 2008 to Dec 2010)***Ms L. Hoppo**

Walter and Eliza Hall Institute, VIC  
Cell death regulators and response of mouse lymphoma to treatment

**\$40,000***(Full funding period – Jan 2008 to Dec 2010)***Dr J. Shortt**

Peter MacCallum Cancer Centre, VIC  
Enhancing responses to chemotherapy

**\$40,000***(Full funding period – Jan 2008 to Dec 2010)***Ms J. Engler**

Centre for Cancer Biology, SA  
Factors which control targeted drug uptake into CML cells

**\$20,000***(Full funding period – Jan 2007 to Dec 2009)***PhD Scholarships (Clinical)***(Max. \$55,000/year for three years)***Dr C. Wallington-Beddoe**

Westmead Institute, NSW  
New therapies for ALL

**\$27,500***(Full funding period – Jan 2010 to Dec 2012)***Honours Scholarships***(\$10,000 for one year)***Mr T. Colgan**

University of WA  
Isolating notch-induced cancer cells

**\$10,000***(Full funding period- Jan to Dec 2010)***New Investigators Grant****Ms K. Strautin**

University of WA  
Blood markers to determine cell therapy for graft versus host disease

**\$5,000***(Full funding period Jan – Dec 2010)***Cancer Australia PdCCRS Funding Partnership****Dr J. Seymour**

Peter MacCallum Cancer Centre, VIC  
Trial to assess response adapted therapy using PET in newly diagnosed advanced Hodgkin lymphoma

**\$18,000***(Full funding period Jan 2010 to Dec 2012)*

Australasian Leukaemia & Lymphoma Group Support

**Dr P. Marilton**

Princess Alexandra Hospital, QLD  
Leukaemia Foundation ALLG Tissue Bank

**\$150,000***(Recurrent funding since 2002)***Dr P. Marilton**

Australasian Leukaemia and Lymphoma Group  
AML M13

**\$70,000***(Full funding period- Jan 2006 to Dec 2010)*

## Dr Carl Walkley awarded the inaugural Phillip Desbrow Senior Research Fellowship

In 2009 the Leukaemia Foundation demonstrated its commitment to research by announcing the establishment of a prestigious new grant, the Phillip Desbrow Senior Research Fellowship, awarding \$1 million over five years to an Australian scientist or clinician of outstanding excellence. In February 2010 the Leukaemia Foundation was excited to announce Dr Carl Walkley as the inaugural recipient of the fellowship. Dr Walkley co-heads the Stem Cell Regulation Laboratory at St Vincent's Institute of Medical Research in Melbourne. Dr Walkley impressed the Leukaemia Foundation with the exceptional calibre of his research proposal, his international research and the publication of his work in the world's most acclaimed scientific journals.

Dr Walkley's research will investigate the relationship between blood cells and non-blood cells in bone marrow and seek to understand how these interactions contribute to the development of blood diseases, specifically myelodysplastic syndrome (MDS) and myeloproliferative disorders (MPD).

"The Leukaemia Foundation's funding has allowed us to develop critical new models to try and understand what is happening in MDS", said Dr Walkley. "We've also established good collaborations with other research groups at St Vincent's, who are collecting large numbers of MDS cells so we can begin translating our findings into human MDS as soon as possible. Ultimately, we hope to develop better clinical outcomes for MDS patients."

# Mission to Care

When blood cancer changed the lives of nearly 10,000 people across Australia this year, the Leukaemia Foundation was ready to care for them and their loved ones.

## Responding to the need

Around 40,000 Australians live with leukaemia, lymphoma or myeloma or a related blood disorder today. 50,000 more people are projected to be diagnosed with one of these blood cancers and related blood disorders in the next five years.

As the demand for the Leukaemia Foundation's services grows, we continue to develop important ways to support Australian families from diagnosis, through treatment and beyond.

## Our services

Our services are designed to help patients understand and cope with their disease, and to support carers, families and friends from the moment of diagnosis. We have an unwavering commitment to continue to provide all services free of charge.

## Information

The Leukaemia Foundation produces a range of information materials to help people with blood cancer understand their diagnosis, treatment and strategies for improving quality of life post-diagnosis. We also assist in helping patients and carers to make contact with others in similar situations through our online and telephone forums.

## Education

We have developed an extensive program delivering education sessions to patients, carers, health and allied health professionals. Our sessions range from information about the latest developments in treatment and patient care options, to general topics such as nutrition, wellbeing and coping post-diagnosis. We also target the wider community in our education sessions to raise awareness in the general community about blood cancer.

## Personalised support

Our dedicated team of Support Service Coordinators visit hospitals, treatment centres, and patient homes to deliver face to face support. To ensure continuity of care between hospital and home, many of our support staff are invited to participate in multidisciplinary team meetings within the hospital setting to ensure all aspects of the patient care experience is understood, and all needs are catered for. We also provide advocacy, grief and bereavement counselling and assist those experiencing financial hardship due to loss of income.

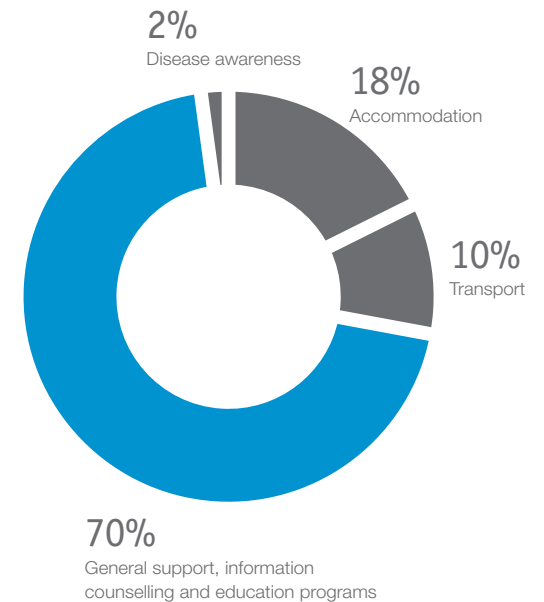
## Accommodation

Relocation for treatment is common for regional patients. Sadly, there is evidence to show that patients from regional and remote areas have poorer treatment outcomes than their city counterparts. The Leukaemia Foundation is working hard to rectify this imbalance with our free 'home away from home' accommodation centres.

## Transport

The treatment of blood cancer often compromises the immune systems of patients. The Leukaemia Foundation is pleased to provide clean and comfortable vehicles driven by our dedicated team of volunteers to transport patients to and from treatment.

Total Mission Expenditure 09-10 - \$6,601,409





## Highlights

### Inaugural National Myeloma Day

The Leukaemia Foundation held the inaugural National Myeloma Day on 19 May 2010 to raise awareness of myeloma and its impact in Australia. Myeloma is a cancer of the white blood cells with an incidence that is growing at the fastest rate of all blood cancers in Australia. Around 1,500 new diagnoses each year are expected in people aged over 50. The disease is incurable.

As myeloma is a relatively rare disease with generalised symptoms, education was the focus of National Myeloma Day. A newly developed diagnostic aid was distributed to more than 40,000 General Practitioners across Australia to contribute to early diagnosis of people with the disease. We also conducted a survey of the general public which revealed low awareness of myeloma. We will be using this information to raise awareness through the media and as a benchmark to measure the effectiveness of awareness raising activities in the future.

Also important was the opportunity to bring people impacted by myeloma together to discuss new treatments and research. Over 500 myeloma patients attended National Myeloma Day activities.

### Providing support where it is needed most

It is important that we continue to align our services with the areas of greatest need to those we support. In 2009-10 we held a series of focus groups with the support of Claire Wakefield, a psychosocial researcher from the University of Sydney. 64 patients participated in a number of discussions, articulating the following as areas of high priority:

- Accurate and up-to-date information about their disease
- Information about treatment side-effects and how the drugs work
- Emotional support and stress management
- Practical information and advice on health, diet and exercise
- Financial information about life and disability insurance, and dealing with Centrelink.

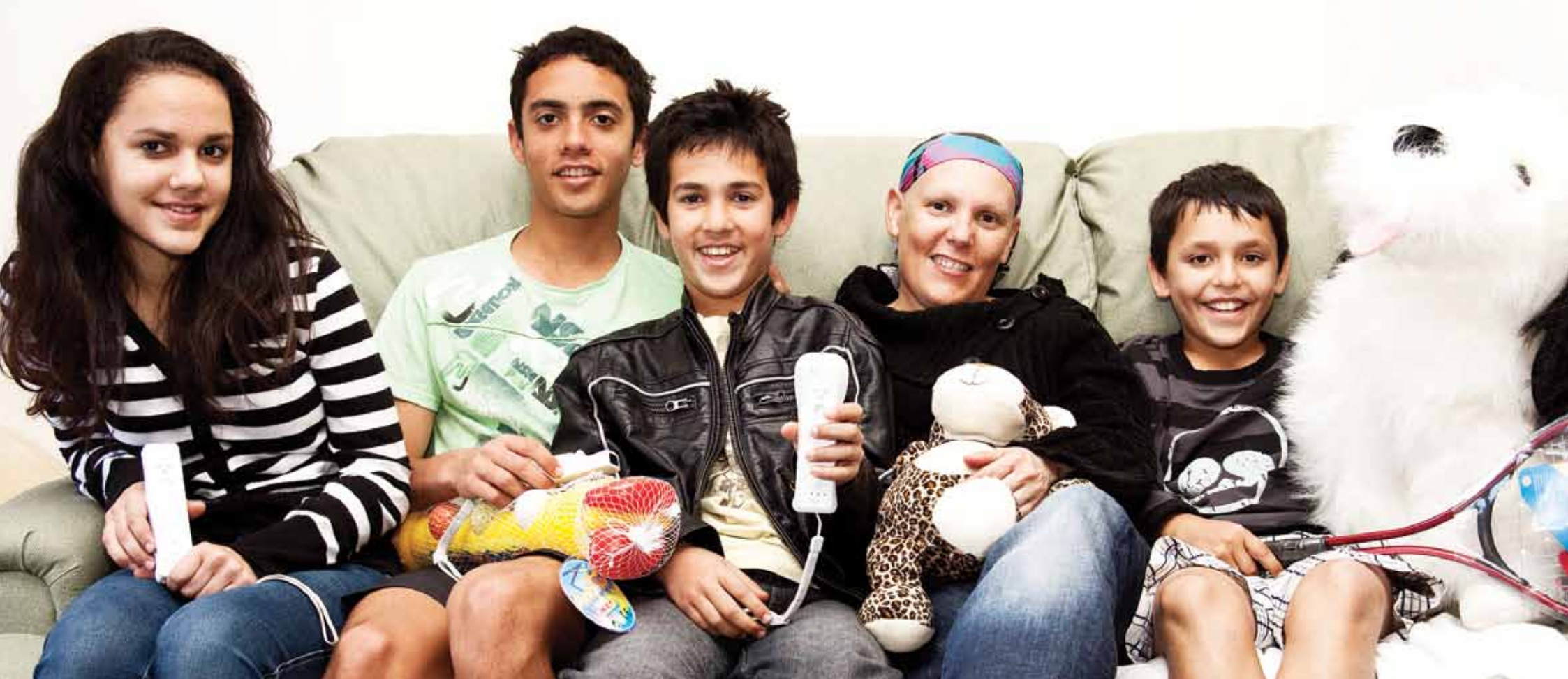
We plan to extend this research to other areas of Australia, including regional areas to continue to ensure wise use of our resources.

### Looking ahead

We were surprised to learn in our survey of more than 350 people with lymphoma, that fewer than 10 per cent said they had participated in a clinical trial during their treatment. Myths about clinical trials abound. We believe these negatively skew decision-making and that many patients may be unaware of the benefits of participating. Clinical trials may produce better outcomes than current gold standard in blood cancer treatment, because they provide access to treatments arising from the most recent scientific discoveries.

In 2010-11, the Leukaemia Foundation will develop information materials to help educate patients on the facts around clinical trials, and enable them to make balanced decisions about participating in clinical trials in Australia.





## Our Mission to Care for families like the Freemans

For families in rural or regional Australia, the diagnosis of a family member with blood cancer can be a double blow. In addition to being diagnosed with a life-threatening disease, travelling to a major city for treatment means leaving friends and support behind when they are needed most.

The Freeman family are one of 800 families who have called Leukaemia Foundation accommodation 'home' this year. Tracey Freeman was a fit and healthy 36-year-old when she began to feel tired and noticed her fitness decreasing. A lump under her collarbone prompted her to seek medical advice. Tracey, her partner Kanichi, and four children were devastated when she was diagnosed with Hodgkin's

lymphoma in March. Not only was the family faced with a life-threatening disease, but they would be forced to move over 1,500km from their home to the city so Tracey could undergo treatment.

"When my family found out we had to move we immediately thought; how when and where are we going to stay? We were shocked and totally numb," Tracey said.

Only a few weeks after being diagnosed, Tracy and her partner, a fly-in fly-out mine worker, moved to the city to start chemotherapy. Both were surprised to find how much support is available for people with blood cancer.

"I was absolutely blown away by what the Leukaemia Foundation offered. I had no idea what was available until I was in a situation that required their help.

"It means a lot to us to have somewhere to stay and call home. It was just another stress we didn't need at this time, and it is like home!"

Supporting regional families like the Freemans remains one of the most important practical services provided by the Leukaemia Foundation to care for people with leukaemia, lymphoma, myeloma and related blood disorders.

# Fundraising

Fundraising is of critical importance to the Leukaemia Foundation as we receive no ongoing government funding to support our *Vision to Cure* and *Mission to Care*. Instead, we rely on the community to fund research to find better treatments and cures and provide practical services to support patients and their family, free of charge.

## Aim and the need

Australians continued to give generously to the Leukaemia Foundation this year through their support of our national events, *World's Greatest Shave*, *Light the Night* and *U.G.L.Y Bartender of the Year*, as well as through smaller community fundraising activities around the country. In addition to the financial benefits, community activities are an important avenue to highlight the impact of blood cancer, the work of the Leukaemia Foundation and attract new supporters.

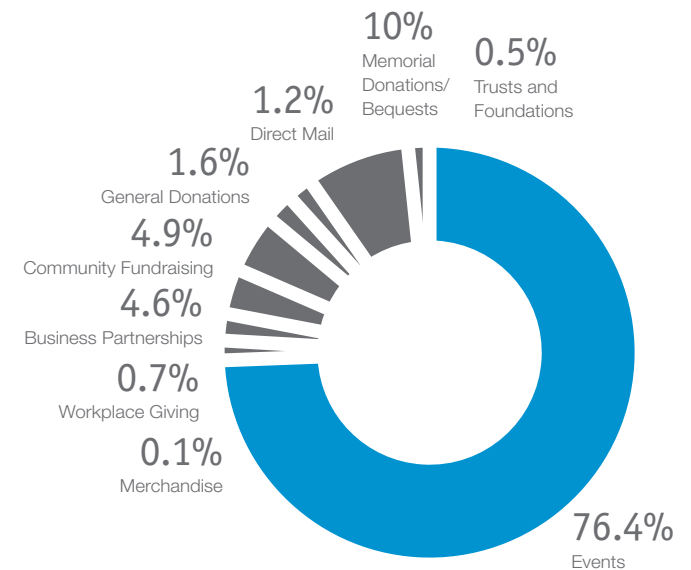
Our focus on decreasing our reliance on events as a source of fundraising commenced this year with a review of donor relations and working with existing partners in new ways. We have also worked to create efficiencies in our fundraising activities – selling merchandise online, outsourcing fundraising functions and streamlining fundraising administration and logistics. We look forward to starting to see the benefits of these initiatives in the next financial year.

## Community fundraising

Hundreds of fundraising events took place during the year from golf days and lunches to fashion auctions and quiz nights. We continued to form 'Friends of the Foundation' groups and, in many regional centres, these volunteers and fundraisers have been providing support to our major campaigns as well as conducting their own fundraising activities.

*U.G.L.Y. Bartender of the Year* continued to raise eyebrows and cash in pubs across the country! U.G.L.Y stands for 'Understanding, Generous, Likeable You' and over 200 bartenders spent a month raising nearly \$300,000 in their bars, exceeding our budgeted income by 23 percent. The campaign provides us with new opportunities to engage with community fundraisers, especially in rural and regional areas.

Total funds raised in 09-10 - \$16,909,103





### New era of fundraising from selling merchandise online

Traditionally most of our merchandise sales have related to *World's Greatest Shave*. In 2009 we outsourced our merchandise to a promotional products company, taking advantage of their buying power and experience to offer a wider range of products at a competitive price. This move is already proving more profitable for the Foundation in terms of a greater return and reduced handling by our people.

We introduced a range of merchandise called 'Bringing Sunshine' to coincide with the Australian production of the stage show *Calendar Girls*, which gave us an opportunity to road-test our first products with theatre audiences. Three charity previews raised over \$64,000 and sales of lapel pins, umbrellas, aprons and shirts in the theatres realised a net of nearly \$38,000.

In 2010-11 we will monitor merchandise sales online and through our community fundraisers to help us to understand the potential to increase merchandise sales. Customer feedback will also help us to refine and expand the range.

### A record year for *World's Greatest Shave*

After 12 years the impact and appeal of our *World's Greatest Shave* campaign is still overwhelmingly evident. This financial year, we raised a record \$11.1 million\*; that's a million more than expected! A special focus on online promotion and fundraising improved cash flow and reduced manual administration. 641,000 people visited the *World's Greatest Shave* website, 135,000 donations were made online (47% of all donations) and more than 14,000 people became fans of the Facebook page. Costs were retained at 17 cents in the dollar, giving us a return on investment of \$5.24, which is almost unparalleled in Australian fundraising.

Market research conducted last year confirmed the ongoing effectiveness and strong appeal of our chin-characters used in our advertising. Thanks to support from Network TEN, more than 4.4 million people saw our TV advertising and Australia witnessed the first ever cross-country live to air 'shave' on The 7PM Project.

New this year was a special Crazy Hair Day for Kids. More than 1,000 schools took part and sent in colourful photos of kids having fun. Overall the education sector raised almost \$1.4 million, the largest contribution it has made in any given year.

\*15.1 million including Leukaemia Foundation of Queensland

### Light the Night

*Light the Night*, a new event for the Leukaemia Foundation trialed in Adelaide and Perth in 2008, was extended nationally this year. *Light the Night* participants meet at twilight to carry coloured balloons with a tiny light inside (gold to remember loved ones, white to celebrate being survivors, blue to show support and give hope by raising funds). We continued our three-year plan to establish *Light the Night* as a signature event for the Leukaemia Foundation that not only raises funds but also brings together our *Vision to Cure* and *Mission to Care* in a visually spectacular event.

Over 21,000 people attended *Light the Night* events across Australia in 2009. Events were held in Adelaide, Bunbury, Canberra, Darwin, Geelong, Melbourne, Mount Gambier, Newcastle, Parramatta, Perth and Port Lincoln. The Leukaemia Foundation of Queensland staged a further eight events in Brisbane, Cairns, Darling Downs, Gold Coast, Mackay, Sunshine Coast, Townsville and Wide Bay.

Of course, establishing a new concept requires an initial investment of time and money. While we fell short of reaching our fundraising target in locations where the event was held for the first time, future potential was demonstrated in South Australia which achieved a net result of \$204,000 in its second year.

Our thanks to the volunteers and event supporters, including major partners Bridgestone Australia Limited and Seeley International, who made *Light the Night* so inspiring this year.

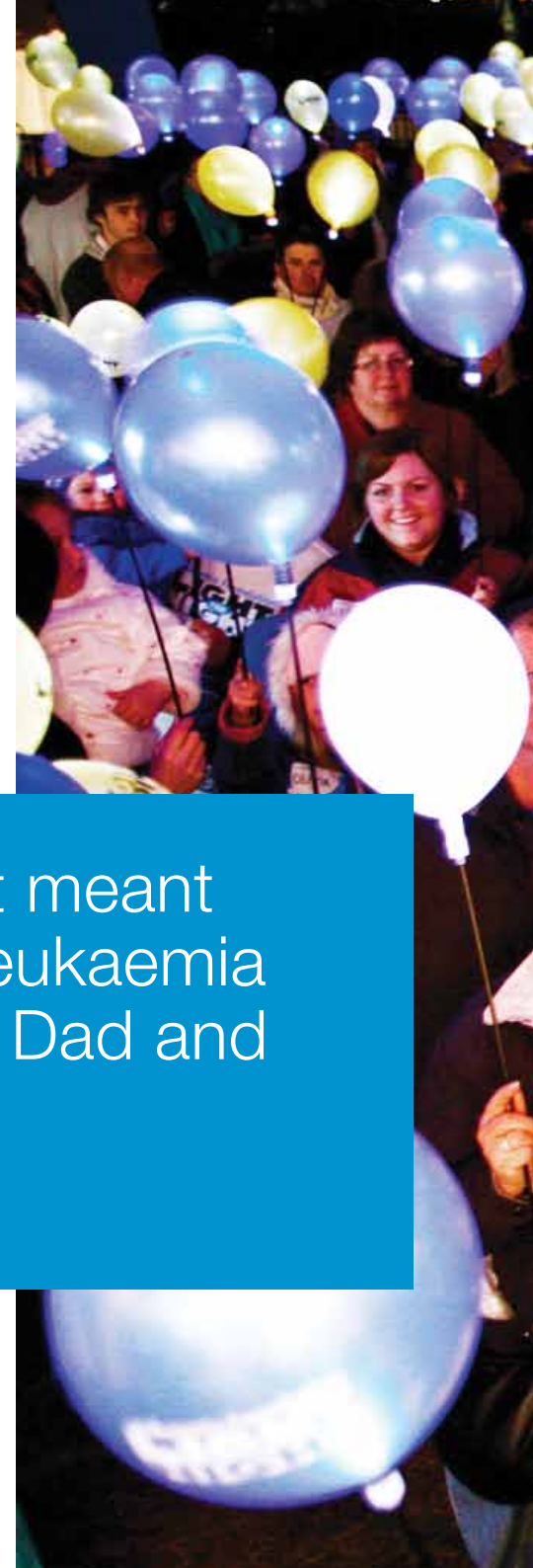
### Looking ahead

Our focus for the next year is further streamlining of systems to reduce manual handling and minimise costs. In particular, we will look at moving the *World's Greatest Shave* website to a system that lets us manage and update more information internally to reduce both costs and reliance on external web developers.

Our experience of *Light the Night* as a national event this year has highlighted the opportunity to arrange logistics nationally to allow local staff to focus on fundraising, securing more sponsorship to offset costs, and involving community groups to stage cost-effective events in smaller centres.

An area of continuing development will be donor management and encouraging event participants to greater levels of engagement, areas where we know significant potential still exists.

“It was a beautiful evening. It meant a lot to us to support the Leukaemia Foundation, commemorate Dad and celebrate the survivors.”  
**Gold Balloon participant**





# Local Focus NSW & ACT

Over 1,300 people newly diagnosed with a blood cancer or related blood disorder turned to us for support this year. We developed local programs to broaden awareness of the services we offer and build relationships. Of particular focus was strengthening our relationships with regional general practitioners and health professionals in hospitals, including nursing staff and social workers.



## Managing increased demand

New assistance requests this year were skewed 60 per cent to patients in regional and rural areas of NSW, which is not unusual. The increase in contacts from non-metropolitan patients placed particular demand on our transport and accommodation services for those seeking treatment in Sydney and we struggled to meet demand. Fortunately, we were able to partner with the Parramatta Mission to provide two additional accommodation units at Westmead. This partnership reduced commercial accommodation overflow bills, whilst enabling us to provide a 'home away from home' for additional patients and their families.

The increased demand for our services in 2009-10 was met by an increase in fundraising income of 15 per cent year-on-year. The rise was thanks to bequests, campaigns and the generosity of supporters through events such as the Pacific

Jewel cruise ship launch with the Governor-General Quentin Bryce as Patron, Golf Days, merchandise stalls and Bunnings barbecues. Envelope stuffing for campaigns and corporate days enabled dozens of new volunteers to get to know us. We were fortunate that RP Data and Northside Auto Group provided sponsorship for additional Foundation branded clothing for regular volunteers.

## Specialised in-house grief and bereavement services

It is a sad feature of our work that many patients will not survive treatment. Finding a way to assist those left behind takes many forms. Many volunteers, community fundraisers and supporters come with this personal experience. This year, for the first time, we introduced in-house grief and bereavement counselling within our Support Services team and over 250 people have been assisted using this service. The counsellor provides grief counselling services as well as practical support to families

and carers. She is also available to Leukaemia Foundation staff and volunteers who often form strong bonds with patients. Feedback from carers, families and staff who have used the service has been overwhelmingly positive and has served as a reminder that the Leukaemia Foundation's *Mission to Care* may take many forms.

## Accommodation refurbishments

The Leukaemia Foundation provides pleasant, self-contained, family-sized living environments for blood cancer patients, many of whom endure extended periods of treatment away from home. This service is a key difference between the Leukaemia Foundation and many other providers who provide 'a bed for the night'. As hospitals move increasingly towards outpatient treatment of patients who would previously have been admitted, we recognise accommodation as a priority. We believe the Leukaemia Foundation is the only service provider adding



capacity at no charge for adults in Sydney. Where possible we are making arrangements to provide self-contained, family friendly accommodation via other charity providers who may normally charge patients.

In some cases, it has been 30 years since our Sydney accommodation units were completely refreshed. This year, refurbishments to our Westmead and Waverton unit blocks have given new life to five of our units and this has been welcomed by returning families. We have enlarged bathrooms and doorways, refreshed lighting, undertaken painting, and replaced floor coverings, linen and clothes lines. We have also installed stair lifts.

In addition, we have submitted plans to the Parramatta Council for the expansion of our Westmead facility to provide an additional unit and we are working on expansion options close to Sydney city hospitals. We have also renewed our Canberra property lease on terms which will allow us to plan expansion there.

### Service highlights

- In 2009-10 volunteers in NSW and the ACT contributed 32,000 hours of their time, an astonishing increase of 42 per cent on previous years!
- Over 13,000 trips were made by our courtesy transport program taking patients to and from treatment, at times exceeding monthly use in previous years by 100 per cent
- In total, our transport carriers travelled over 440,000kms taking patients to and from appointments

### Looking ahead

Next year the Leukaemia Foundation in NSW and the ACT will continue to focus on expanding our accommodation for patients undertaking extended treatment away from home.

The positive feedback from those who used our in-house grief and bereavement services in 2009-10 has prompted us to look at means to expand these services next year. A number of eight-week, fixed term bereavement groups will leverage our limited resources to maximum effect while maintaining one to one counselling. An outpatient contact program will be developed as hospitals move more treatment to these clinics.

## Local Focus VIC & TAS

2,700 Victorians and Tasmanians were diagnosed with leukaemia, lymphoma, myeloma or a related blood disorder in 2009-10. The Leukaemia Foundation provided direct support to 1,075 newly diagnosed Victorians and Tasmanians and reached out to patients and carers through more than 13,000 total interactions. Services were delivered across metropolitan and regional health professional teams located in Melbourne, Geelong, Ballarat, Traralgon, Hobart and Launceston.



Funds received from the Mark Webber Challenge Foundation in 2008-09 enabled the expansion of Victoria's accommodation program from seven apartments to 11 this year. We provided a total of 2,348 nights of accommodation for patients receiving treatment in Melbourne and their carers.

The transport program was reinvigorated this year after the relocation of the program from Box Hill to Preston, and the recruitment of a further 10 volunteer drivers.

In collaboration with Nurse Educators from the Royal Hobart Hospital, the Leukaemia Foundation in Tasmania welcomed 40 participants to a Health Professionals Leukaemia and Lymphoma Seminar in November 2009. The seminar included bone marrow transplant and disease-specific presentations and laboratory tours. This is set to be an annual event after an evaluation asking participants to list topics for future seminars provided many excellent suggestions and enthusiasm for the event.

### Upstream Foundation Challenge supports the Leukaemia Foundation

Upstream Print Solutions is Australia's largest independent managed print solutions company. The Upstream Charitable Foundation hosts the annual Upstream Challenge, a 50km walk/run from Docklands to Donvale every November.

Through the success of the Upstream Challenge and the wonderful community support it generated this year, the Upstream Foundation was able to donate \$40,000 to the Leukaemia Foundation for the Patient Transport Program. With the backing of Fuji Xerox, the Upstream Foundation will continue to support the Leukaemia Foundation again at the 2010 Upstream Challenge, hoping to raise a further \$50,000 for the Leukaemia Foundation's patient programs.

### The Leukaemia Foundation Annual Victorian Patient Conference

The Leukaemia Foundation Annual Conference was held on Saturday 26 June 2010 at Bell City Event Centre in Melbourne. This conference is an important event in the education program calendar as it brings together patients, carers, family and friends to discuss living with leukaemia, lymphoma, myeloma and other related blood disorders.

The conference theme was 'Managing Treatment Side Effects' and presentations from Dr Constantine Tam - Medical Management of Treatment Side Effects, John Coutsouvelis - Treating Side Effects with Medications, Dr Craig Hasted - Treating Side Effects with Complementary Therapy and Professor Andrew Grigg - Current Research into Treatment Side Effects provided important information.



Conference attendees reported that they found the information presented easy to understand and the content of the presentations to be very useful. Interestingly, this year a higher proportion of chronic blood cancer patients attended the conference (rather than patients of acute varieties of blood cancer), perhaps reflecting the ongoing need of chronic patients for information on minimising side effects.

### Service highlights

For the Leukaemia Foundation in Victoria and Tasmania 2009-10, a focus on education produced several highlights:

- More than 2,787 patients and carers attended more than 160 educational sessions including disease-specific support groups, bone marrow transplant specialist groups, yoga and meditation sessions, as well as regional blood cancer support networks
- A further 3,092 health and community services professionals attended workshops, seminars and conferences delivering haematology/oncology information and disease specific education

- Victorian and Tasmanian volunteer drivers made more than 1,700 trips, transporting patients more than 165,000kms to and from vital appointments
- Over 3,000 nights of accommodation were arranged for Victorian and Tasmanian patients and families in the Leukaemia Foundation's accommodation units and, where necessary, in external overflow accommodation

### Looking ahead

#### Expanding the transport program to better service South East Melbourne

In a continuing effort to provide premier transport services to patients and carers throughout Victoria, and to better align with the haematology/oncology services provided in metropolitan Melbourne, the Leukaemia Foundation will extend the free patient transport program through South East Melbourne in 2010-11.

By the end of the 2010 financial year, the Leukaemia Foundation will implement a patient transport base in South East Melbourne which will better service the needs of haematology/oncology outpatients throughout the Moorabbin, Clayton, Frankston and Mornington Peninsula regions.

The new base locations will ensure accessibility to our free transport for patients and carers serviced by the South East Melbourne Health Services at Monash Medical Centre, Monash Cancer Centre, Moorabbin and Dandenong and hospitals in the Frankston area.

The acquisition of additional transport vehicles and the implementation of a volunteer driver program for the South East Melbourne area are key development areas for the patient transport program in Victoria.

#### New focus on survivorship and taking control

Next year will see a new focus in Victoria on survivorship and taking control, offering Victorians diagnosed with blood cancers additional support through a structured program called Taking Control. Elements of this program will include dealing with the uncertainty of diagnosis, communicating with health professionals, treatment side effects and complementary therapies.

Through funding received from the Collier Charitable Trust, the Leukaemia Foundation plans to develop a resource centre at its Bell City premises offering patients and carers access to a broad range of disease-specific information and educational resources.

# Local Focus SA & NT

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In 2009-10, the Leukaemia Foundation supported 578 people newly diagnosed with blood cancer in South Australia and the Northern Territory through at least one of our free services. In addition, our team provided transportation to a record number of patients to and from their place of treatment.



## Patient Village developments

Demand for Adelaide accommodation by people from regional areas who need to relocate to the city for treatment is high and typically operates at 100 per cent capacity. To overcome the shortage, the Leukaemia Foundation will construct a dedicated accommodation village that will almost double current capacity. It will include 14 two and three bedroom self-contained units, recreation and support facilities, as well as a new administration office for the Leukaemia Foundation. It will be located in the suburb of Hampstead, a short distance from the Royal Adelaide Hospital and the Women's and Children's Hospital.

To celebrate the launch of the Village project, around 300 people attended the Swing into Action Ball on 31 October 2009. Guests witnessed the first public reveal of the village plans, including an animated 3D fly-around of the village design.

The design development phase has been a very detailed process in order to create an holistic environment uniquely placed to service the needs of blood cancer patients and their families staying away from home.

Patients undergoing treatment for leukaemia and other blood cancers may be particularly sensitive to environmental irritants from plants, landscaping materials and chemicals. All elements of the Village design aim to enable patients to safely enjoy spending time outdoors, without compromising their immune system.

Another consideration is that many people who will stay at the Village will be away from their own home and community for long periods of time. Our village includes a recreation room, prayer room, gymnasium and library to help make their stay more comfortable.

Whilst much has been done, more hard work lies ahead and we expect to welcome our first families in 2012.

## Patient Education Day

On 26 June 2010 the Leukaemia Foundation in South Australia held a Patient Education Day at the Hilton in Adelaide. With a focus on research, clinical trials and direct patient support, this free event was open to all patients and carers affected by leukaemias, lymphomas, myeloma or related blood disorders.

The Patient Education Day explored some innovative avenues of support for both the patient and the carer, taking into consideration their physical, emotional and social needs. Sessions were held on diet and exercise during treatment, stem cell treatment, the what and how of clinical trials, and new developments in blood cancer research. This event was not just about blood cancer patients but also about their support networks and specific sessions were also held on support for carers and connecting patients with one another.



“Thank you for your work in organising the patient education day. It was a day for fellowship, enlightenment and knowledge.”  
**Adelaide Patient Education Day attendee**

#### Service highlights

- 2009-10 saw a significant increase in the number of patients transported to and from their place of treatment. The number of patients and families transported to and from appointments by the Leukaemia Foundation increased from 1,436 to 1,532 trips.
- There was a 7 per cent increase in the total number of kilometres travelled from 181,109kms to 193,669kms.
- Over 500 new patient contacts were made by the Leukaemia Foundation in SA/NT in 2009-10, whilst over 3,000 existing patients continued to be supported by our Support Services staff.

#### Looking ahead

The construction of the Patient Accommodation Village to service the needs of regional South Australians and Territorians remains our focal point.

In the next financial year, we expect to complete phase three (Contract Documentation) and phase four (Awarding of Construction Contract) with construction well underway. Generating income for the construction of the Village will remain the focus of our local fundraising team, with a number of major initiatives planned.

Our commitment to our *Mission to Care* will continue with an increased focus on new referrals of newly diagnosed blood cancer patients. In addition, the Leukaemia Foundation will be announcing a major new support initiative that will significantly broaden the level of support provided to patients and carers.

# Local Focus WA

Around 850 Western Australians were diagnosed with leukaemia, lymphoma, myeloma or a related blood disorder this year. Nearly 70 per cent of those turned to the Leukaemia Foundation for support.

Given the size of the state and availability of treatments concentrated in Perth, the accommodation provided to enable regional and rural patients to relocate closer to treatment continues to be a highly valued service. This year, over 280 regional families called a Leukaemia Foundation accommodation unit home during treatment. We are confident that we can continue to respond to the growing need of Western Australian patients and their families for our services.

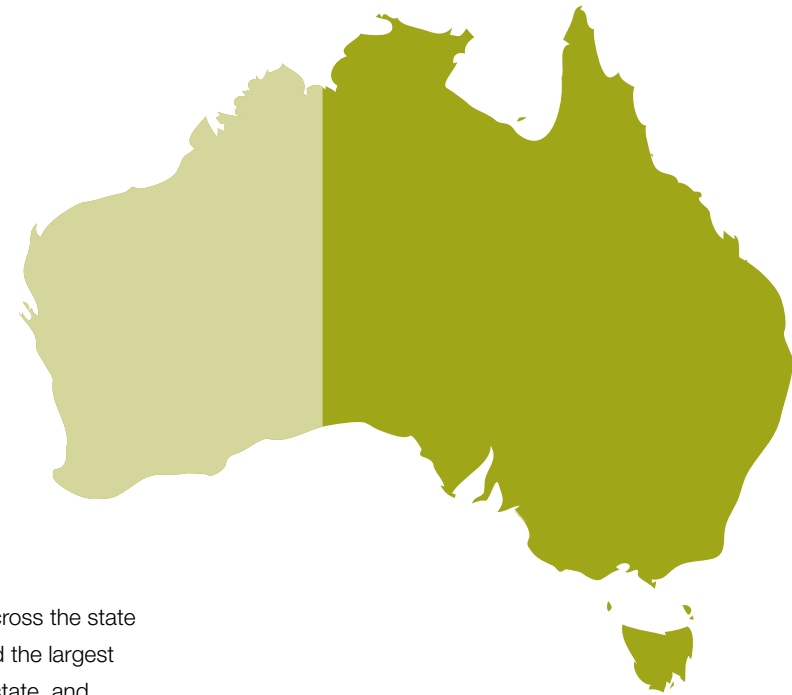
## World's Greatest Shave Mine Challenge

The Mine Challenge is a particular focus for *World's Greatest Shave* fundraising campaign in Western Australia. It is a specifically targeted campaign aimed at encouraging the mining resources sector, and associated companies and contractors, to raise funds to support the 17 people projected to be diagnosed with blood cancer in Western Australia each week.

In its fourth year, over 60 teams from sites across the state took part, raising \$357,664. This represented the largest figure raised by the resources sector of any state, and translated to around 22 per cent of the total funds raised for *World's Greatest Shave* in Western Australia. We look forward to continuing to nurture this growing sector as a strong contributor to the wellbeing of people in our community, and are considering new industry challenges aimed at the media and legal sectors.

## Community engagement drive

In 2009-10 the Leukaemia Foundation in Western Australia increased community engagement with the introduction of Friends of the Foundation and a successful volunteer drive. The Bunbury Friends of the Foundation group, first group to be formed, has already been involved in a number of fundraising opportunities and raised over \$1000. A second Friends of the Foundation group was formed in Northam and



are holding a community concert in late 2010. The Leukaemia Foundation hopes to expand the rollout of Friends of the Foundation in Western Australia following the success of this campaign.

As the Leukaemia Foundation receives no ongoing government funding and has only a small staff, the work of volunteers is invaluable. In 2009-10 a successful volunteer drive resulted in 20 new volunteers being welcomed to the Leukaemia Foundation's team in Western Australia. A process formalising the volunteer program, covering volunteers across all areas of operation including events and support services, is now underway.



Participants in the *World's Greatest Shave* Mine Challenge raised more than 20 per cent of total funds for the campaign in Western Australia

#### Service highlights

2009-10 saw a significant increase in the demand and delivery of support provided to patients.

This included:

- New contacts increased by 15 per cent from 500 to 579, or around 70 per cent of people newly diagnosed
- Accommodation nights increased from 3,743 to 3,757
- Education sessions increased from 11 to 36
- Education session attendees increased by 35 per cent from 433 to 586

#### Looking ahead

In line with a national emphasis on decreasing the Leukaemia Foundation's reliance on events for income generation, the next year will see a particular focus on engaging with the business sector to develop corporate partnerships in Western Australia. This will mean new strategies to enrich existing relationships and developing new partnerships to increase income through workplace giving, sponsorship and corporate volunteering. Some key changes in our team structure will assist us to engage with businesses across the state on a new level.



# Relationships

"I remember first meeting the people at the Leukaemia Foundation. They weren't in your face – just there when I needed them." **Tracey, survivor**

# Leukaemia Foundation of Queensland

The Leukaemia Foundation of Australia works closely with member organisation, the Leukaemia Foundation of Queensland (LFQ).

## Joining forces to strengthen the cause across the nation

The Leukaemia Foundation's *Vision to Cure* and *Mission to Care* is achieved across Australia through the Leukaemia Foundation of Australia (LFA) and member organisation, the Leukaemia Foundation of Queensland (LFQ).

The Leukaemia Foundation of Queensland was formed in Brisbane in 1975 when local haematologist, Dr Trevor Olsen, frustrated by the lack of medical treatment and support facilities in Queensland compared to southern states, enlisted the support of the Holland Park Lions Club to form what was then known as the Lions Leukaemia Foundation.

In 1995 LFA was formed and within five years offices opened in each state. Today, our shared commitment to improving the quality of life for blood cancer patients and their families and creating a brighter future allows us to work together toward a common goal.

In the past financial year, LFQ provided 35,833 nights of free accommodation to patients and their families and had 49,234

referrals, contacts and requests for assistance. Each year they also invest \$1 million in research in their own right.

Our respective Support Services teams talk regularly and innovations are shared to deliver quality support services for patients and their families throughout Australia. Research funding is directed through the same National Research Program, avoiding duplication of administration and grant reviews. Major fundraising campaigns such as *World's Greatest Shave* and *Light the Night* are embraced by both organisations.

Working together creates economies of scale as we share resources – finance and IT personnel, as well as systems and tools, including our websites.

At all levels, our people interact in the planning, execution and ongoing development of activities with the wellbeing of all Australians impacted by blood cancer in mind.



# Industry

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The Leukaemia Foundation continues to build an extensive network of relationships across the cancer sector. This allows us to tap into collective insight for the improvement of quality of life for people with cancer. It also enables us to use our funds wisely, allowing us to refer people requiring very specific support to organizations that may be better equipped to meet those needs less common to the people we support.

## Cancer Research Leadership Forum (CRLF)

In October 2010 the Leukaemia Foundation was a founding member of a new collaborative group called the Cancer Research Leadership Forum (CRLF). CRLF membership is open to all national charities which fund cancer research on an open, competitive basis. Current members of the CRLF are Cure Cancer Australia Foundation, National Breast Cancer Foundation, Leukaemia Foundation Australia, Prostate Cancer Foundation of Australia, Melanoma Institute, Cancer Council Australia and Bowel Cancer Australia. Each charity is represented by their CEOs and Research Managers and the forum aims to meet approximately four times per year.

The purpose of this forum is to foster collaboration across national community-funded cancer research organisations. The specific focus is on furthering cancer research within, and where appropriate, between our organisations in a way which will ultimately benefit the patients we each serve and the Australian people whose donations fund each charity.



In 2010 the forum has enabled each charity to develop good working relationships and an understanding of our distinctive research programs. It has also identified key aims in this first year, including evaluating the potential for research co-funding opportunities and developing strategies to influence government funding within the sector. Excitingly, this has already borne fruit with the Cure Cancer Australia Foundation initiating a co-funding partnership for early-career scientists with the Leukaemia Foundation, National Breast Cancer Foundation, Cancer Council NSW and Prostate Cancer Foundation of Australia. These partnerships will be implemented in the 2011 funding year.



### Providing expertise

In 2009-10 the Leukaemia Foundation has provided banking and grants management services to the Chronic Lymphocytic Leukaemia Australian Research Consortium (CLLARC). CLLARC is a collaboration to support a clinical interest group working to speed up the development of new treatments to improve the management of Chronic Lymphocytic Leukaemia. This group invests in laboratory and clinical trials research and supports the Foundation in providing patients with the latest disease and treatment information.

### Supporting global networks

Dr Anna Williamson, the Leukaemia Foundation's General Manager of Research, Advocacy and Patient Care, currently chairs the board of the Lymphoma Coalition, a global network of over 40 lymphoma support organizations. Dr Williamson is also a member of the steering committee for Rising Sun, an emerging network of leukaemia support groups and organizations throughout Asia. Rising Sun members are part of a global network of leukaemia patient support organizations known as New Horizons, which formed a decade ago to

support people with Chronic Myeloid Leukaemia. Each of these patient advocacy groups faces the challenge of growing to become self-sustaining entities. Activities focus on sharing experiences and knowledge to build capacity, resources and strategy. This has become easier with the internet, social media and rapid electronic communications.



# Supporters

"I love it, knowing I'm helping the staff and freeing up some of their time to focus on more important things is great." **Sandra, volunteer**



# Volunteers

The contribution of volunteers in any not-for-profit organisation is vital and this is especially true in ours. This financial year, 661 registered volunteers contributed over 55,200 hours of support, equivalent to 34 additional fulltime employees.

These women and men are dedicated and passionate about our work. They are proud of what they do and we are privileged that they choose to give their time to us.

Volunteers bring a diverse range of skills, life experience and insight, as well as freely giving their time on a regular basis. We are grateful for the caring and practical abilities of our volunteers.

Without the generosity of our volunteers it would simply be impossible for us to provide our level of service and conduct our many support and fundraising activities. Our volunteers are recruited via our website, word of mouth, our various publications, and many come to us when their own life is touched by blood cancer.

## Administration and maintenance

Our administration and maintenance volunteers perform various necessary tasks such as answering telephones, preparing large mail batches, keeping the gardens tidy at our patient accommodation units and taking care of general repairs. This year, our volunteers helped to manage the running costs of our business and facilities.

## Events and fundraising

Our volunteers were seen proudly shaking their tins at major sporting events, cooking breakfasts at charity golf days, wrapping gifts at Christmas in shopping centres and shaving heads at *World's Greatest Shave* public events. These versatile and generous people provide support beyond normal business hours.

## Transport drivers

Put simply, our volunteer drivers make our transport courtesy service possible. Drivers provide a friendly face to help patients feel less anxious before treatment and to lend a helping hand afterwards. Our drivers also play an important role in patient care, letting us know if they sense someone may need a little extra care or someone to talk to.

## Corporate volunteers

Our business partners often embrace ways for their work teams to interact with the Foundation, to build teamwork and to broaden understanding of our work. From working bees to acting as track marshalls for pilot *Light the Night* events, this year has seen greater participation by our corporate partners.

## Expert volunteers

We are fortunate to also be able to benefit from the professional expertise of volunteers to strengthen a range of programs. The best example is our Medical Advisory Committee, comprising leading scientists and clinical research haematologists who are experts in the field of blood cancer. Their insight enables us to select the best applicants to receive funding through our National Research Program grants.

## Volunteer Hours – Statistics

	Administration	Fundraising	Transport	Professional	Other	Total Hours
NSW/ACT	1,136	2,075	26,424	0	924	30,559
SA/NT	825	916	9,304	0	0	11,045
WA	489	275	2,180	0	0	2,944
VIC/TAS	1,742	1,010	7,320	0	0	10,072
CENTRAL	304	0	0	300	0	604
<b>TOTAL</b>	<b>4,496</b>	<b>4,276</b>	<b>45,228</b>	<b>300</b>	<b>924</b>	<b>55,224</b>

# Partners

The Leukaemia Foundation receives no ongoing government funding and relies on the support of organisations to further our *Vision to Cure* and *Mission to Care*. Many of our most productive long-term partnerships start from small beginnings through participation in events such as *World's Greatest Shave* or workplace giving.

## Corporate Partners

Thank you to our national workplace giving and corporate partners:

Aon Charitable Foundation

Bain & Co

Barking Spider

BHP Billiton

Bridgestone Australia Ltd

Constellation Wines Australia

Ernst & Young

GM Holden

Hilton Hotels Australasia

National Credit Insurance

PwC

Roses Only

Stay 247

We also thank the many state partners who support us at the local level. These are listed on the individual state pages of our website [www.leukaemia.org.au](http://www.leukaemia.org.au).

## Pharmaceuticals

These pharmaceutical companies provide unrestricted grants which allow us to offset some costs of producing information, educational and support materials and programs. The relationships also help us stay abreast of new therapies, special drug access programs and clinical trials for patients as well as the ongoing changes in the pharmaceutical sector in Australia.

Amgen Australia Pty Ltd

Bristol Myers Squibb Australia Pty Ltd

Celgene Pty Ltd

Genzyme Australia Ltd

Hospira Australia

Janssen-Cilag Pty Ltd

Novartis Pharmaceuticals Ltd

Roche Products Australia Pty Ltd

Shire Australia Pty Ltd



“Bridgestone Australia Ltd is a proud supporter of the Leukaemia Foundation. Our involvement with this important organisation spans more than 20 years. I know I speak for everyone at Bridgestone when I say we are delighted to be involved in this truly rewarding partnership.”  
**Shawn Hara,  
Group Chairman &  
Managing Director  
Bridgestone  
Australia Ltd**

## A Partnership In Action - Bridgestone Australia

- Bridgestone Australia has been supporting the Leukaemia Foundation for over 20 years through the provision of Patient Transport Vehicles across the country. This year they chose us as their sole charity.
- Bridgestone sponsored cars provide safe transport to and from treatment for people with blood cancer, a controlled environment for patients who are extremely vulnerable to infection and often too anxious or unwell to drive themselves.
- The Bridgestone sponsored Patient Transport Vehicles have safely transported more than 4,000 patients to and from hospital for treatment and have covered more than 750,000kms – equivalent to more than 18 laps around the world!
- In recent years Bridgestone's support of the Leukaemia Foundation has extended to funding support of patient accommodation, education and research. Bridgestone employees and their families participate in events like *World's Greatest Shave* and *Light the Night*, workplace giving and welcome patients and volunteers to corporate facilities such as the Formula One Grand Prix in Melbourne.
- In April 2010, Bridgestone Australia Ltd were internationally recognised by the Bridgestone global group for the outstanding partnership they have built with the Leukaemia Foundation.
- Moving forward, Bridgestone Australia Ltd has agreed to become Principal Partner of *Light the Night* nationally in spring 2010.

# Donors

We would like to thank the many supporters who generously made donations to the Leukaemia Foundation this year. It is not possible to thank everyone publicly but we list here our donors over \$5,000. To those generous donors who expressed a wish to remain anonymous, we thank you too.

Adams, Dr Philip	Head, Ms Kerrie	The Estate of Bessie May Riley	The Stan Perron Charitable Trust
Arthur, Mrs Verna	HLB Mann Judd	The Estate of Edna Davies	The William Angliss Charitable Fund
Awesome Promotions	Honess, Ms Rhonda	The Estate of Jean Baum	Philandron Foundation
BAE Systems Australia	Jabado, Mr Ghassan	The Estate of Mrs VE Vince	<b>Community Fundraisers</b>
Bowman, L	Jordan, Ms Sue	The Estate of Norrie Harvey	Bairnsdale Golf Club
Bridgestone Australia Limited	Macquarie Bank	The Estate of Rex Cleave Smith	Charlestown Bowling Club
Caulfield Grammar School	May, Mr Kevin	The Estate of Ruth Louvain Grandin	Dapto Leagues Club
Chalice Gold	On Course Golf	The Estate of Sandra Joy Hann	Falcon GT Club of SA Inc
Church, Mr and Mrs	Osborne, Mr Craig	The Estate of Sarah Dickson Waters	Firemen of the Northern Territory
Clarke-Bowman, A	P&O Cruises	The Illawarra Mercury	Harvey Norman Media Challenge
Cooney, Mr Leo	PwC	Tzakis, Ms Katerina	Jones, Mrs Felicity
Cranetec Enterprises	RHO Enterprises	United Way Good Guys	Lakemba Services Memorial Club
Di Giacomo, Lia	RP Data	Wales, Mr A and Mrs G	La Spina, Mr Sam and Mrs Mary
Famous Pacific Shipping	Seargent, Mr Peter	<b>Trusts and Foundations</b>	Rotary Club of Paterson
Farrell, Ms Julia	St Columba's College	AMP Foundation	Rotary Club of Perth
Gantner, Mrs Neilma	St Michael's Grammar School	Australian Executor Trustees	Rotary International
GBST	Steele, Mr Alan	Fay Fuller Foundation	Tour de Cure
Goldfields South East Health Region	Strout, Mrs Jan	Macquarie Group Foundation	Sicilia Social and Sports Club
Grammer, Mr Spencer and Mrs Jan	Sydney Water	The Calvert-Jones Foundation	Scodella, Mr Guisepepe and Mrs Carolina
Gwynvill Group	Telstra Government and Enterprise Team	The Mill House Foundation	WA Special Needs Children's Christmas Party

# Media



## Aims and highlights

Nurturing relationships with the Australian media is an important ongoing Marketing and Communications function.

The Leukaemia Foundation is able to make only a small investment in advertising and therefore is largely reliant on the free editorial support generously provided by print media, television and radio broadcasters to communicate our activities to the general public.

In previous years, we have tracked editorial coverage for major campaigns such as *World's Greatest Shave*. In 2009-10, we extended our tracking systems to include a broader range of our activities. This has helped us to gain fresh insight into the nature of the editorial support we receive.

We have learned that more than 3,500 items in the Australian media promoted the Leukaemia Foundation and its activities, valued in excess of \$5 million and reaching a cumulative audience of over 94 million people. Hundreds of journalists from capital cities to rural towns published stories to promote awareness of blood cancer and inform the public about the free services provided by the Leukaemia Foundation

to support patients, families and carers. The media also played a pivotal promotional role in helping us to engage new supporters, particularly volunteers.

Fundraising events like *World's Greatest Shave* continued to be very well supported by the media, with stories appearing in publications all over Australia describing the personal motivations of people touched by blood cancer, often accompanied by large, full colour photos of people tackling serious diseases through this fun event.

As the Leukaemia Foundation continues to monitor the editorial coverage we receive, we will be able to better foster healthy media relationships in the future. We would like to formally thank all members of the media who, by covering our events and initiatives, reporting on our research and support services, or by raising awareness of blood cancers, supported our *Vision to Cure* and *Mission to Care* this year.

## Identities to thank

Many well-known Australians lent their profile to support our work in 2009-10. Some offered up their head for *World's Greatest Shave*, others brought a glamorous touch to our fundraising balls, while others were able to find the time to record community service announcements encouraging people to donate money. To all, we thank you for supporting our *Vision to Cure* and *Mission to Care*.

Tim Farris – musician, INXS

Mark Webber – Formula 1 driver

Garth Tander – Holden V8 Supercar driver

Cadel Evans – cyclist

James Reyne – singer/songwriter

Esther Anderson – actor, *Home and Away*

Ashleigh Brewer and Chris Milligan – actors, *Neighbours*

Alan Brough – presenter, *Spicks and Specks*

Noni Hazlehurst – actor, *City Homicide*

Claire Hooper – presenter, *Good News Week*

Dylan Lewis – presenter, *Video Hits and Nova*

Paul Wood – contestant, *My Kitchen Rules*

Mark Aiston and Jane Reilly – presenters, Channel 10 News

Troy Gray and Kate Collins – presenters, Channel 9

Mike Larkan – presenter, Channel 10

Mal Walden and Helen Kapalos – presenters, Channel 10 News

Grubby and Dee Dee – presenters, Gold FM

Ray Hadley – presenter, 2GB

Hillary Harper – presenter, ABC 774

Dave Hughes – presenter, Nova

Daryl Manzie – presenter, Territory FM

Rabbit, Amber and Cosi – presenters, SAFM

Denis Walter – presenter, 3AW

Jonathan Mannah – football player, Cronulla Sharks

Steven Salopek, David Rodan and Jacob Surjan – football players, Port Adelaide Football Club

Jamie Simpson – football player, South Sydney Rabbitohs

Kimberley Busted – former Miss Universe Australia

Brodie Young – TV personality and artist

Everyone at *The 7PM Project*

Network TEN

# About Us

Our National Research Program is strengthened by leading Australian clinicians and researchers like Professor Angel Lopez.



# Leukaemia Foundation of Australia

The Leukaemia Foundation is the only Australian not-for-profit organisation dedicated to the care and cure of patients and families living with leukaemias, lymphomas, myeloma and related blood disorders. We receive no ongoing government funding and rely on generous Australians to fund our *Vision to Cure* and *Mission to Care*.

## Our values

Our values underpin the work of our board, management, staff and volunteers:

- Charity
- Compassion
- Accountability
- Respect for others
- Objectivity
- Honesty
- Fairness
- Impartiality
- Diligence

## Our goals

### Maximise resources for Vision and Mission

- Build relationships with corporate, government, trusts and foundations
- Maintain focus on revenue-efficient events
- Explore and develop new fundraising activities

### Focus on efficiency

- Collaboration to achieve savings on service provision, IT and administration

- Revise structure to reduce administration overheads and focus mission delivery
- Install new data management systems
- Have transparent reporting recognised independently

### Mission Improvements

- Formalise plan for optimal accommodation solutions
- Acquire new accommodation in WA and NSW
- Advance refurbishment plan for existing properties
- Expand volunteer driver program through more vehicles and personnel

### Vision Improvement

- Achieve 20 per cent expenditure goal
- Develop collaborative funding model with like organisations

### People

- Modernise human resource policy
- Expand interaction and staff consultation process
- Expand personnel development program

### Awareness

- Improve online presence and interaction
- Develop brands

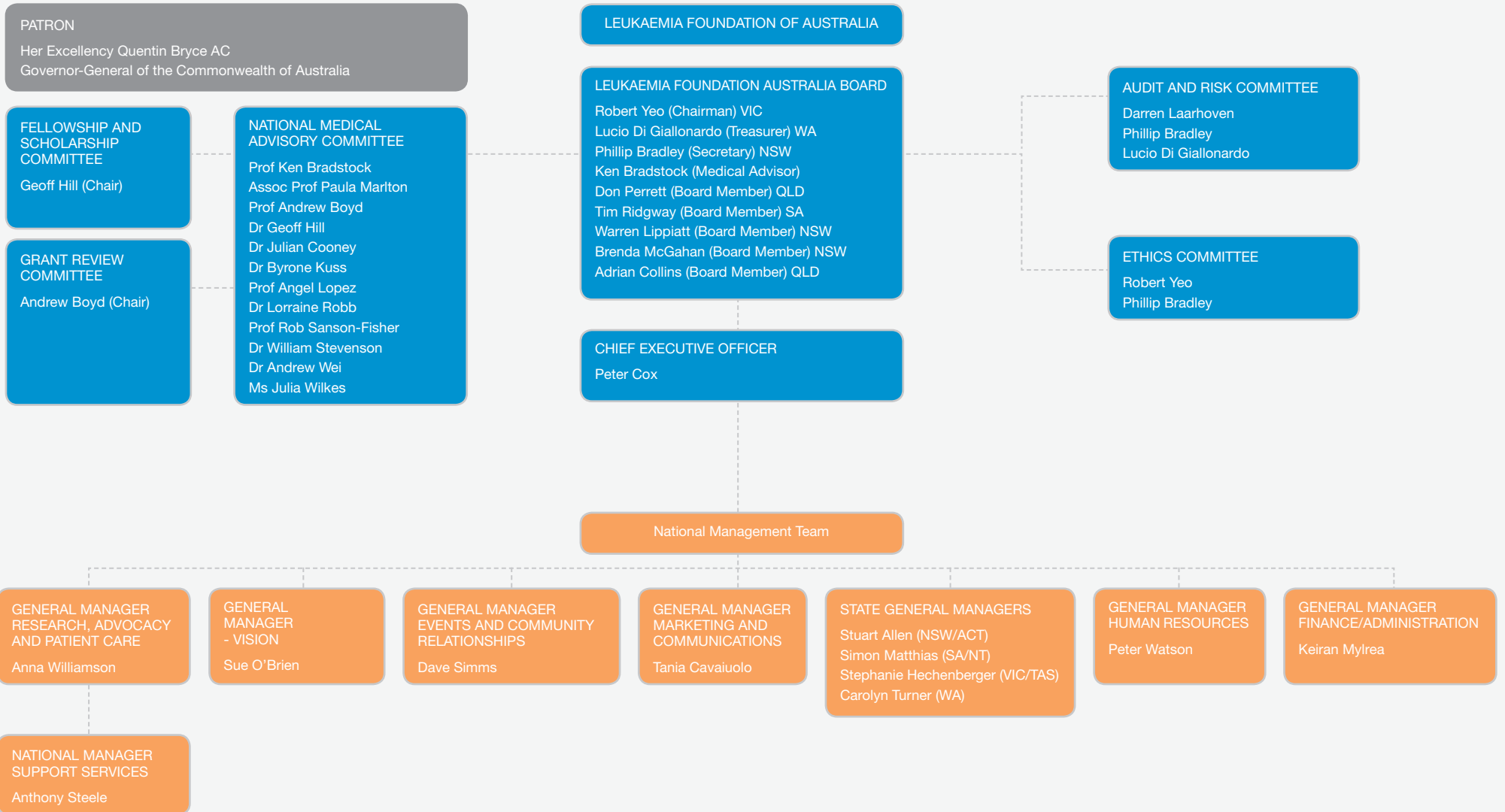
## Our structure

The Leukaemia Foundation of Australia was incorporated as a company limited by guarantee in 2005. It has a board which is representative of the original states (NSW/ACT, VIC/TAS, SA/NT, WA, QLD) as well as a Medical Advisor, and an appointee who the board chooses from time-to-time to fulfil a specific skills gap. This year, the board welcomed two new board members to provide fresh insight into strategy development.

Reporting to the board are the CEO and various committees to enable the best possible advice, as well as an arms-length approach to setting strategy.

The operational part of the organisation is structured in a traditional matrix with a combination of national functional managers and state managers. The national functional managers look after Advocacy, Events and Community Relationships, Support Services, Marketing and Communications, Research, Human Resources and Finance. They have the responsibility to design national activities in line with the Strategic Plan, while the state general managers and their teams implement the national directions in the state context, overlaying this with state based activities. While this structure has worked for us, in 2010 we undertook a structural review to ensure that we are using our people in the most efficient way.

# Organisation Chart



## The Foundation has people in four key areas:

### Vision

#### Number of people: 2

People who manage our national research program and related activities.

### Mission

#### Number of people: 45

Nurses, social workers, psychologists and administration staff, who operate free patient services such as providing emotional support, education and information, accommodation and transport.

### Fundraising

#### Number of people: 44

Events teams, marketing and communications managers and business relationship managers, who raise money to fund the Foundation's work.

### Operational

#### Number of people: 26

Management, IT and administration personnel, who are the enablers for the whole organisation.

### Our people

The Leukaemia Foundation's *Vision to Cure* and *Mission to Care* could not be realised without the contribution of our staff. One hundred and fifteen people comprise our team across Central Office, NSW/ACT, VIC/TAS, SA/NT and WA. Of these, 76 are full time and 39 are part time and casual.

From social workers to nurses, events teams to business relationship teams, marketers to administrators, our people are key stakeholders in delivering services and responding to the growing demands on our organisation as blood cancer incidence grows.

We recruit and manage people on the basis of competence and performance, regardless of age, nationality, race, gender, religious beliefs, sexuality, physical ability or cultural background. The Leukaemia Foundation currently has 42 graduates employed in a variety of activities from operational management to support services, fundraising and administration. The high quality of employees is recognised in the excellent services we deliver.

### Business Development Program

Our staff development program is being rolled out in all states with excellent attendances recorded for our National Induction Program and Frontline Management courses. A Strategic Planning course took place in early 2010. In addition, staff have attended numerous skills-based courses and arrangements are being made for all State General Managers to attend the Fundraising Institute of Australia's Madison Down Under, following excellent feedback from our SA General Manager who attended this course in August 2009.

### Strategic Leadership Program

A Strategic Leadership Program will be designed to enable senior managers to develop the essential skills necessary

to take the organisation forward. Technical and remedial skill enhancement will continue to be offered at the state level as needed.

### Staff survey

During 2009-10 we completed a comprehensive staff survey which resulted in the introduction of a number of initiatives including an Employee Assistance Program, a comprehensive review of the remuneration system and motor vehicle policy, recruitment and selection training and candidate psychometric training.

### Looking ahead

In 2011 we plan to undertake a number of initiatives designed to enhance our ability to attract, develop and retain great talent in the Leukaemia Foundation. Specifically;

- Organisational adjustments will be considered with a view to providing greater focus and support for our fundraising capability
- Succession planning to identify talent needs and diagnose capability gaps
- Introduction of an Indigenous Employment Participation strategy which will include pathways to employment for Indigenous people and promoting a work environment that attracts, retains and motivates strong performing Indigenous staff
- Increased emphasis on our Workplace Health and Safety training and compliance
- Review of employment contracts to ensure compliance with Fair Work Australia
- Review of our HR policies to ensure we are maintaining employment standards and staff benefits in line with community expectations

# Financial Overview

"I want to let other young people know that it is possible to get through treatment and still get on with life." **Brodie, survivor**



# Financial Year 09-10

The Leukaemia Foundation performed above expectations in the 2009–10 financial year. Total income was significantly higher than 2008–09. This allowed increased spending on Vision and Mission initiatives. Overall, the end result was more than double the surplus of the previous year.

## Key measures of the Foundation's performance

Cost of fundraising ratio: 35 per cent

- This is the total cost of fundraising as a percentage of total fundraising income.
- The Leukaemia Foundation relies largely on events-based fundraising. The strategy going forward is to develop non-event fundraising and bequests in particular, which will lower the cost of fundraising ratio.

Total cost of services as a percentage of total expenditure: 52 per cent, an improvement of 1 per cent on financial year 2008-09.

- The strategy is to reduce the reliance on events and develop less costly fundraising programs.

Total cost of services as a percentage of total income: 49 per cent, an improvement of 3 per cent on financial year 2008-09.

## Commentary on financial statements

A copy of the audited financial statements for the year ended 30 June 2010 can be found on the CD in the back of this pack or on the Leukaemia Foundation website ([www.leukaemia.org.au](http://www.leukaemia.org.au)).

## Commentary on income statement

The result for the year ended 30 June 2010 was a surplus of \$754,708 (2009: \$301,616).

### Revenue

Total revenue increased by 18 per cent to \$18,497,171.

Major event income increased by 28 per cent to \$12,665,386.

This was due to the following:

- An increase in *World's Greatest Shave* income by \$1,610,304 to \$11,084,870. This was due mainly to influences in the previous year, specifically the bushfires in Victoria and the global economic downturn.
- *Light the Night* was piloted in South Australia and Western Australia in 2008, and has now been rolled out across all states. The event continues to grow each year, and saw an increase in income of \$974,826 over the previous year to \$1,342,319.

Other fundraising increased by 24 per cent to \$4,243,717 due mainly to income from bequests.

Mission services income increased by 3 per cent to \$1,090,826 due to the following:

- Specific funding towards the construction of a patient accommodation village in South Australia saw an increase in revenue of \$124,112 to \$625,356.
- A decrease in the support from pharmaceutical companies for sponsoring the production of patient booklets and disease specific workshops led to a decrease in revenue of \$127,393 to \$183,632.

Research specific funds provided decreased by \$795,547 to \$177,971 due to funding for Chronic Lymphocytic Leukaemia (CLL) Research received from a major donor in the previous year.

### Expenditure

Total expenditure increased by 15 per cent to \$17,742,463.

This was due to the following:

- Mission services expenditure increased by 3 per cent to \$6,601,409.
- Research grants increased by 42 per cent to \$2,552,188. It is a goal of the Leukaemia Foundation to further increase spending on research.

→ Fundraising expenditure increased by 20 per cent to \$5,953,595 due to expenditure for *Light the Night* and U.G.L.Y Bartender events. These programs are relatively new and in the development phase have higher than normal cost ratios.

Operational support/administration costs increased by 20 per cent to \$2,635,271. This was due to the following:

- Increased rental and other buildings costs
- Increased Human Resources costs

### [Commentary on balance sheet](#)

#### **Assets**

Total assets increased by 11 per cent to \$12,682,878.

Cash balances increased by 37 per cent to \$4,722,280. This reflected a decrease in trade and other receivables of 50 per cent to \$157,338 and a decrease in other assets of 31 per cent to \$347,691, relating to prepaid fundraising expenses.

Property, plant and equipment decreased by less than 2 per cent to \$7,027,064 due to depreciation. The assets mainly reflect accommodation assets. Capital Work in Progress increased by \$409,592 being for the new South Australia Patient Accommodation Village.

#### **Liabilities**

Provisions under current liabilities decreased by 11 per cent to \$312,890. This provision covers employee annual leave and current long service leave entitlements.

### [Other finance items](#)

#### **Risk management and internal control**

A risk management process has been initiated as part of a corporate governance review. The Audit and Risk Committee is managing a comprehensive review to identify and rate all significant business risks and consequences. A process to manage and any actions to mitigate risk will follow from the review.

#### **Financial risk management**

The Leukaemia Foundation's principal financial instruments comprise cash and short-term deposits. The main risks arising from the Leukaemia Foundation's financial instruments are interest rate risk, liquidity risk and credit risk:

- Interest rate risk: the Leukaemia Foundation is exposed to Australian variable interest rate risk due to normal bank interest rate fluctuations.
- Liquidity risk: this is the risk that the Leukaemia

Foundation will not be able to meet its obligations as they fall due. The organisation's objective is to maintain a balance between continuity of funding and flexibility through the use of an interest only mortgage facility.

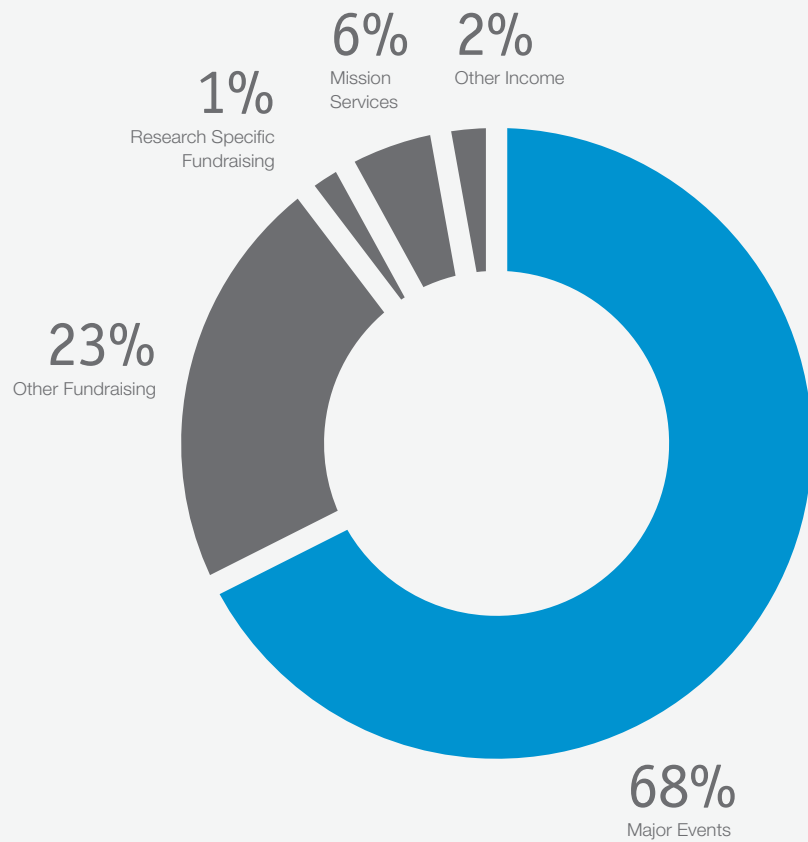
- Credit risk: the Leukaemia Foundation does not have any material credit risk exposure to any single debtor or group of debtors under financial instruments entered into by the Leukaemia Foundation. Exposure to bad debts is not significant.

### [Investment strategy](#)

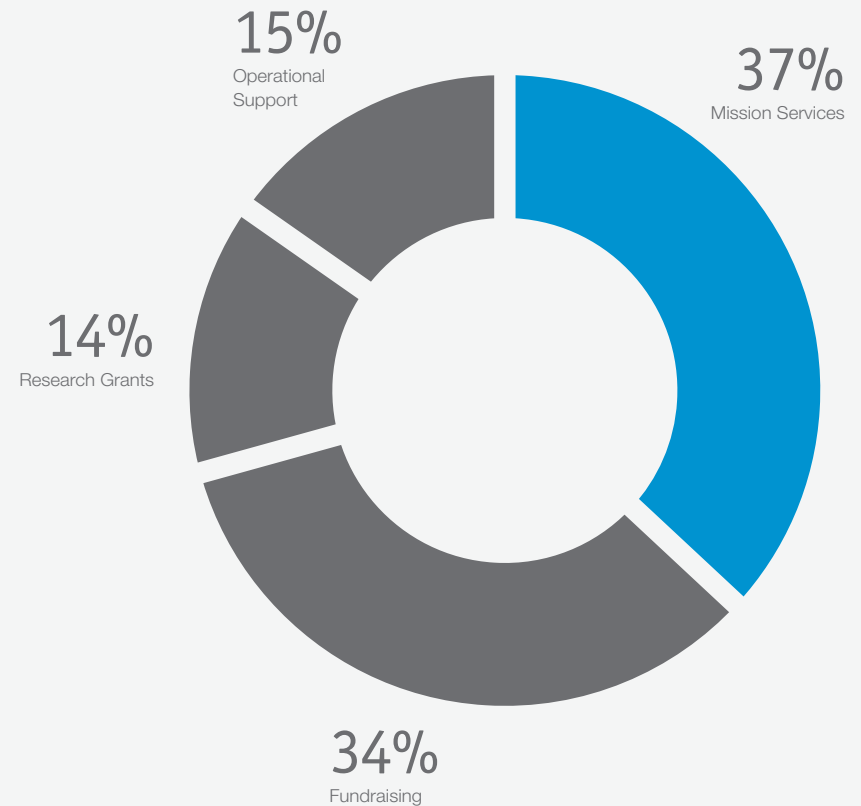
Reserves are invested in interest bearing deposits in ADIs. A formal investment policy has been adopted by the Audit and Risk Committee.

# Summary of 2009-10 revenue and expenses:

Revenue Streams



Expenditure Streams



# How You Can Help

Great things happen when Australians give. People with blood cancers and related blood disorders, their families and carers need support.

## Give money

By making a donation today, you help us to improve the quality of lives of patients and families and to fund research into better treatments and cures. Make a secure online donation at [www.leukaemia.org.au](http://www.leukaemia.org.au), talk to your employer about workplace giving, or talk to us about leaving a legacy through your will.

## Give support

Hundreds of great events are held around the country throughout the year to raise funds for patient support and research. Why not join an event, meet new people and help raise vital funds?

## Give time

From driving patients to and from treatment, maintaining our accommodation centres or providing administration support, volunteers are crucial to helping us achieve our goals.

## Give strength

Our business partners share in our achievements. There are many ways we can work together to create long-term results – from focus on a single event, to workplace giving to a multi-tiered program.

## Give commitment

We want to grow our membership base and will invigorate our program next year. For just \$10 per annum, you can become a member with the ability to elect board members, provide input into our future direction and receive member updates.

## Give blood and marrow

Many people with blood cancers and related blood disorders need blood products regularly to sustain them. Bone marrow (stem cell) transplants can cure some blood cancers. Visit [www.donateblood.com.au](http://www.donateblood.com.au) and [www.abmdr.org.au](http://www.abmdr.org.au) to find out more.





freecall: 1800 620 420 | email: [info@leukaemia.org.au](mailto:info@leukaemia.org.au) | [www.leukaemia.org.au](http://www.leukaemia.org.au)