



Leukaemia
Foundation

VISION TO CURE
MISSION TO CARE

2016 - 2017
Annual Report

LEUKAEMIA FOUNDATION

TOGETHER WE ARE

TAKING ON THE CHALLENGE



Beverley Mirolo

Beverley Mirolo OAM
Chairman
Leukaemia Foundation

This year the Leukaemia Foundation has moved forward as one with a national focus to develop our strategic plan and position ourselves to meet the needs and expectations of our stakeholders, now and well into the future.

Following the unification last year, we undertook nation-wide research to discover what people truly expected and needed from the Leukaemia Foundation.

We spoke with people living with a blood cancer, their carers, our donors, fundraisers and supporters, and those we work alongside, such as medical professionals, researchers and pharmaceutical professionals.

We discovered that, while we meet many of their expectations and needs, there remains a gap. Much of 2017 has been reflecting and planning to address these gaps in our service offerings and transform the Foundation into one that is committed to the creation of greater stakeholder value and impact.

We aim to position the Leukaemia Foundation as an authority in the blood cancer space in Australia.

Our challenge now is: move beyond a licence to operate, to a licence to lead.

I take this opportunity to thank you for your support of the Leukaemia Foundation. I look forward to seeing our strategic plan being implemented throughout our community and witnessing the impact this will have on people living with blood cancer in the years to come.

Cover story

TOGETHER WE ARE BEATING BLOOD CANCER

Instead of watching New Year's Eve fireworks as a family, Lisa, her fiancée, Jevon, and their three-year-old daughter, Elki, were anxiously waiting for the results of a blood test to learn why Elki was pale and covered in bruises.

"Within a couple of hours we knew it was something sinister and the doctor told us our little Elki had some form of cancer," Lisa said.

"Our hearts were broken."

Elki was immediately taken to the Lady Cilento Children's Hospital in Brisbane and the family were given the devastating news: Elki had acute lymphoblastic leukaemia.

They would not return home to the Sunshine Coast for several months.

"We were terrified with the uncertainty of it all. We were a long way from home with nowhere to stay," Lisa said.

Thanks to the generosity of the Leukaemia Foundation's supporters, Lisa, Jevon and their family were able to stay at one of our accommodation centres while Elki received treatment.

"It was just perfect. The Leukaemia Foundation really helped us to stay afloat when we were sinking."

TOGETHER WE ARE

LEADING THE WAY

In our first year as a unified organisation, we have delivered a lot. We vowed to put our stakeholders at the centre of every decision we made and we have done just that!

We took the opportunity to better understand what our stakeholders needed and wanted from the Foundation through our stakeholder research and while we have continued in our mission to care, we have also begun to focus on meeting their unmet needs and expectations in innovative and effective ways.

This year, we supported even more people living with blood cancer, an increase of 10% on the previous year. We have improved the quality and availability of our accommodation with the opening of the Victorian Patient Accommodation Centre and we commenced a refurbishment of our Herston Village in Queensland. This has allowed us to provide 53,798 nights of accommodation for 727 families across Australia.

In our partnership with Holden and Bridgestone Australia, we transported patients to and from appointments making 38,492 trips, travelling 1,557,779 km over the last financial year. That's over 38 times around the world!

Our stakeholders told us that they want us to advocate for better treatment and outcomes and to be their voice,

helping to accelerate medical breakthroughs from the research bench to the clinical setting. We have done that by supporting five new blood cancer treatments that were considered by the Pharmaceutical Benefits Advisory Committee (PBAC): blinatumomab for acute lymphoblastic leukaemia; brentuximab vedotin for hodgkin lymphoma; ibrutinib for mantle cell lymphoma; obinutuzumab for follicular lymphoma; and carfilzomib for myeloma. We also prepared a submission to the PBAC in support of interferon alfa-2a (Pegasys®) being made available to Australians with myeloproliferative neoplasms.

We have continued to support patients with innovative programs such as the pilot CLL My Way program. This program is a wellness program aimed at patients with chronic lymphocytic leukaemia (CLL) that will highlight issues around having a diagnosis of CLL and its treatments, and provide strategies on how to live well with CLL.

I am excited for the coming years as we implement our new strategy and continue to collaborate with the health system in Australia. I thank you, all our supporters, volunteers and staff for your commitment to beating blood cancer. Without your support, the Foundation would not be able to make the difference in the lives of people impacted by a blood cancer.



A handwritten signature in black ink, appearing to read 'Bill Petch', written in a cursive style.

Bill Petch
Chief Executive Officer
Leukaemia Foundation

TOGETHER WE ARE

LISTENING AND RESPONDING TO OUR STAKEHOLDERS' NEEDS

The Leukaemia Foundation has reached a significant moment in its 42 year history. When the Leukaemia Foundation was formed in the 1970s there was limited treatment options for people diagnosed with blood cancer and few people survived. To address the limited treatment options and lack of patient support, a group of visionary trailblazers formed the Leukaemia Foundation. Our founders were intent on disrupting the health system and putting blood cancer on the agenda.

In 2016, the Leukaemia Foundation was presented with an opportunity to unify and become a national entity governed by one board and one executive leadership team. With renewed energy and a new national focus we have embraced our founding trailblazer's passion, setting new ambitious strategic goals to discover and prioritise the needs of our stakeholders, and disrupt the health system again to achieve even better outcomes for people living with blood cancer.

We needed to develop highly relevant and unique service offerings that met our stakeholders' needs and aspirations in innovative ways. Our stakeholders were identified as:

- Patients (acute and chronic) and their carers living with blood cancers throughout Australia
- the blood cancer ecosystem partners (industry, researchers and pharmaceuticals)
- Supporters and donors (individuals and businesses) who contribute financially or in kind to the Leukaemia Foundation

To identify the needs and aspirations of these stakeholder segments, we undertook discovery research in November 2016. We hosted five stakeholder discovery focus groups involving acute, chronic and regional groups of people living with blood cancer in Sydney, Canberra, Melbourne, Maroochydore and Adelaide, as well as two carer focus groups in Newcastle and Brisbane. We also led a corporate discovery focus group in Sydney. In April and May 2017, two focus groups were conducted in Sydney and Melbourne with leading haematological researchers from around the country.

The research delivered nine meta-themes related to people living with blood cancer and their families: seven related to an individual living with a blood cancer; one focused on their experience with their support organisation; and one captured their experience with the health system.

The opportunities identified through the haematologist research sessions informed an innovation framework with nine meta-themes that include: research and innovation; influential voice; health system; networks, clinical trial innovation, world class treatment; patient experience; world class haematology; and real world data.

As with the other stakeholder groups, research was also undertaken to identify the unmet needs of our donors both corporate and individual. In order to achieve financial growth to support the opportunities identified in the other stakeholder segments, the research showed our fundraising activities must be interconnected and maximise opportunities for donors to support us. We have identified four key pillars to achieve this: acquisition; retention; donor growth; and framework.

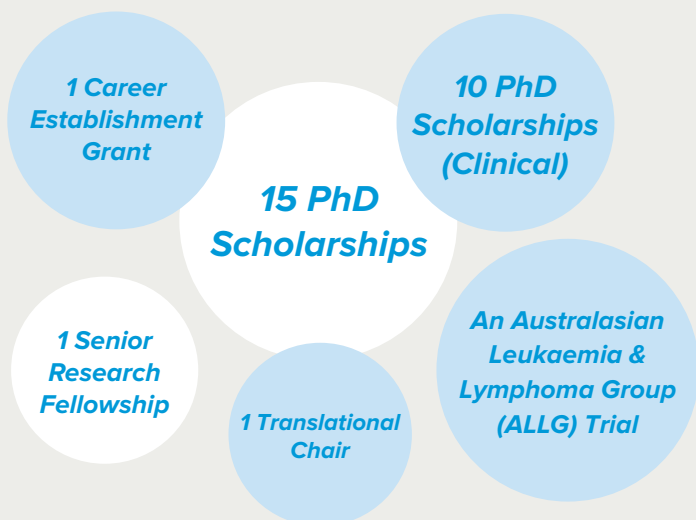
We are currently restructuring the Leukaemia Foundation in such a way that will enable us to achieve the opportunities identified through our research with stakeholders. In 2018, we will share more about our exciting and aspirational goal. For the Leukaemia Foundation's stakeholders and our staff, a new and exciting chapter of our story lies ahead!

TOGETHER WE ARE

FUNDING BETTER TREATMENTS AND DIAGNOSTIC PROCESSES

The Leukaemia Foundation funded haematological researchers at 11 Australian institutes and universities who are working at unlocking better treatments and diagnostic processes for people with blood cancer.

This funding, made possible by the generosity of our supporters, invested \$1.862 million in a multifaceted research grants program comprising of:



Our ongoing research commitment is to:

- ✓ Give patients better treatments and improved diagnostic processes
- ✓ Accelerate access to new and breakthrough therapies
- ✓ Embrace the new frontier of personalised medicine, where treatment is tailored to an individual's genetic profile and disease subtype
- ✓ Find new biomarkers and develop new diagnostic tools to better understand why some patients respond better than others to treatment
- ✓ Give Australians access to international clinical trials through our Trials Enabling Program, a partnership with the ALLG
- ✓ Nurture the blood cancer researchers of the future.



DISCOVERING NEW LIFE-CHANGING TESTS AND TREATMENTS

Professor Mark Dawson and his team at Peter MacCallum Cancer Centre (Melbourne) developed an innovative yet simple blood test that monitors blood cancer. The world's first liquid biopsy heralds a new era of less invasive, more precise diagnostic techniques. By detecting fragments of DNA that cancer cells emit into the blood stream, called ctDNA, this test tracks disease status throughout the body. It can be used, in place of painful bone marrow biopsies, at any time during treatment so rapid adjustments can be made if a person relapses or doesn't respond to therapy. The ctDNA test will help advance the availability of new precision medicines and targeted therapies as they are developed. Professor Mark Dawson was awarded the Leukaemia Foundation's second Senior Research Fellowship.

The Foundation also supported the advancement and improvement of CAR T-cell therapy to treat B-cell malignancies. Another grant recipient, Dr David Bishop, developed a new process that addresses the cost and complex issues in manufacturing this form of immunotherapy, which is being tested in an Australian-first clinical trial (see page 6).

TOGETHER WE ARE

CONTRIBUTING TO AN AUSTRALIAN FIRST CAR T-CELL CLINICAL TRIAL

The first Australian Phase I clinical trial for a potentially life-saving treatment using genetically modified immune cells has opened for a subset of Australians with aggressive leukaemia and lymphoma.

For Professor David Gottlieb and his team of researchers and clinicians at Westmead Institute for Medical Research and Westmead Hospital, this is the first trial of its kind to receive TGA and ethics approval in Australia. It stems from the findings of Dr David Bishop, a Leukaemia Foundation PhD Scholarship (Clinical)* recipient, who has spent the last three years investigating new methods of generating synthetic CAR T-cells.

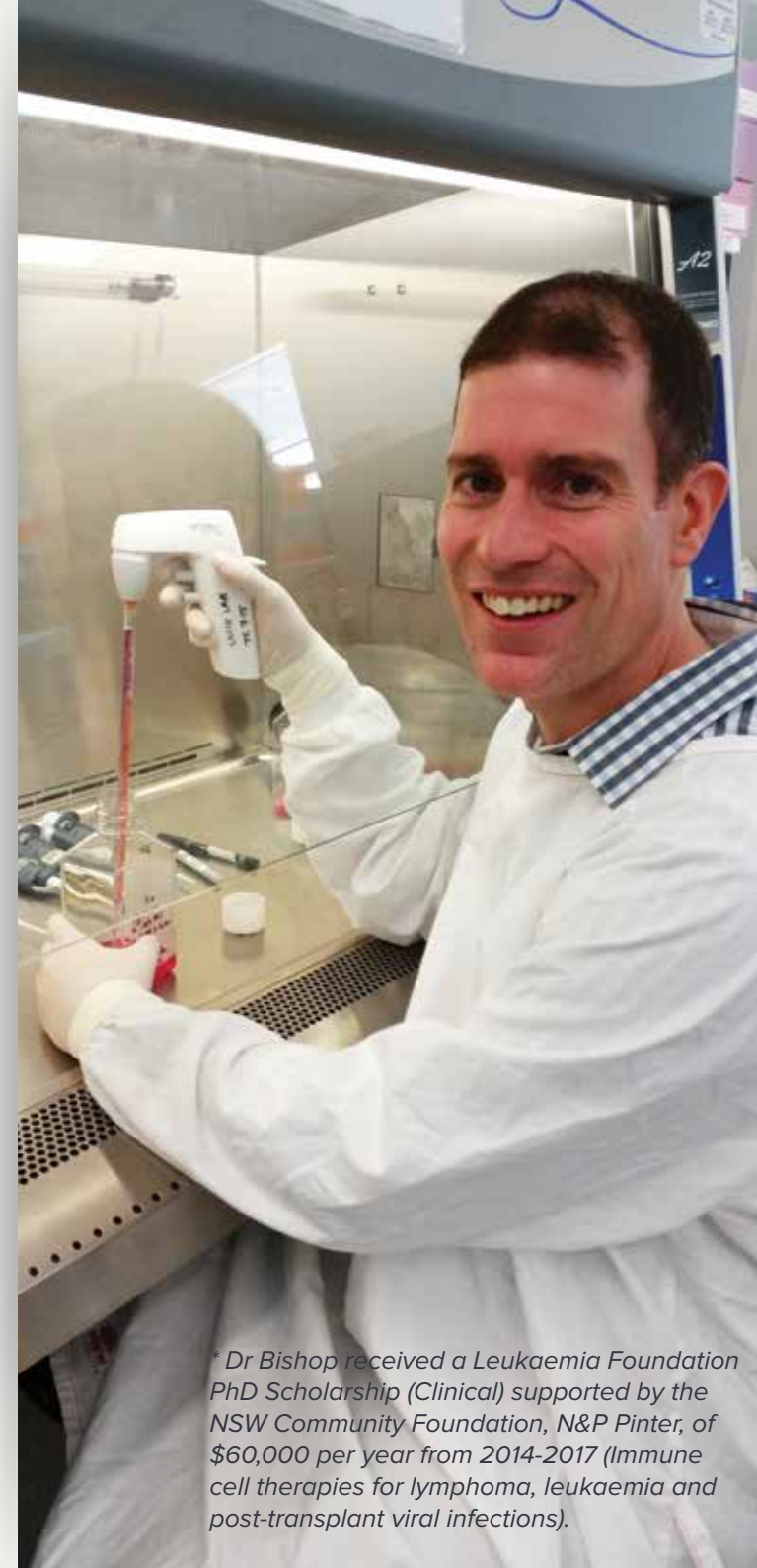
“It is an incredibly exciting area of research to be involved in and it’s very satisfying to see your ideas progress from a pre-clinical setting to being translated to the clinic where they can potentially have a meaningful impact on patient care,” said Dr Bishop.

The Westmead Hospital trial involves collecting T-cells—a type of immune cell—from peripheral blood and genetically engineering them in a laboratory to recognise markers on the surface of B-cell leukaemias and lymphomas, and destroy them. These chimeric antigen receptor (CAR) T-cells are then infused into the patient where they search for and kill the cancerous B-cells.

Professor Gottlieb said the trial gives Australians access to this kind of personalised treatment at a fraction of the cost of CAR T-cell therapy overseas.

“While initial trials conducted in the U.S. have been highly encouraging, they are inaccessible to Australian patients, except those willing to travel overseas and pay up to \$1 million.”

“The long term goal of our research is to make CAR T-cells affordable and widely accessible to Australian patients as quickly as we can,” said Professor Gottlieb.



** Dr Bishop received a Leukaemia Foundation PhD Scholarship (Clinical) supported by the NSW Community Foundation, N&P Pinter, of \$60,000 per year from 2014-2017 (Immune cell therapies for lymphoma, leukaemia and post-transplant viral infections).*

IMMUNOTHERAPY MEANS LAUREN IS CANCER FREE

Lauren Krelshem, 23, of Adelaide, was the first Australian to receive her own genetically modified T-cells in a clinical trial in Melbourne.

A month later, she was told all traces of her leukaemia had gone.

“It was a surreal moment,” said Lauren.

Prior to the immunotherapy trial, Lauren had been told her only option was palliative care.

The budding actor had been dealing with acute lymphoblastic leukaemia since she was first diagnosed as a seven-year old. She relapsed when she was 13 and was treated with a bone marrow transplant.

In early 2015, when Lauren was in her final year of an acting course, she found out the leukaemia had returned. She went through treatment options until Lauren’s family were told palliative care was the only option left.

Hope was found when a trial for CAR T-cell therapy opened in Melbourne.

“I had my immune system cells harvested here and they were genetically modified in the U.S. to recognise my specific type of leukaemia.”

Lauren went to Melbourne for treatment and received the CAR T-cells by infusion.

“It was surreal. I was the first person in Australia to have them. There were plenty of people in the room watching.”

A month after the T-cell infusion, Lauren returned to Melbourne for a bone marrow biopsy.

“It showed no cancer cells. I was a bit overwhelmed. It was such a hard road for quite a long time so when I got the sheet of paper that said ‘you’re cancer-free’, I was a bit gob smacked.”

Now Lauren’s sights are firmly focused on her dream of becoming a paid actor. She’s looking at further study options, has several auditions lined up and is hoping to one day win an Oscar!



TOGETHER WE ARE

IMPROVING ACCESS TO NEW AND BETTER TREATMENTS

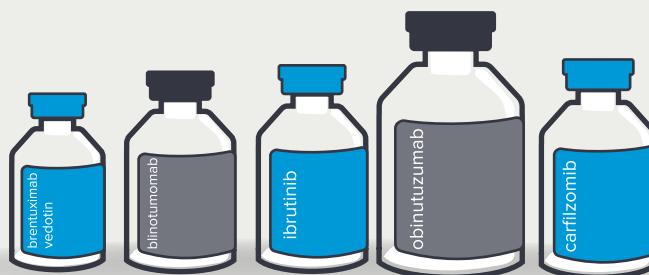
Translating medical breakthroughs from the research bench to the clinical setting as improved diagnostics and new treatments are what people living with blood cancer want.

The Leukaemia Foundation aim to accelerate this process, to address inequities in access to medicines in our public health system, to influence policy, and elevate the needs of patients on the national health agenda. This year, the Foundation extended and strengthened our advocacy activities. Moving forward, our priorities are to gain access to state-of-the-art drugs and fast track new blood cancer research and clinical trials that have the potential to save lives.

In this financial year, the Leukaemia Foundation supported five new blood cancer treatments that were considered by the Pharmaceutical Benefits Advisory Committee (PBAC) in November: blinatumomab for acute lymphoblastic leukaemia; brentuximab vedotin for hodgkin lymphoma; ibrutinib for mantle cell lymphoma; obinutuzumab for follicular lymphoma; and carfilzomib for myeloma.

To support these applications, we asked people living with blood cancer to tell us about the impact blood cancer had on their lives and quality of life, and to comment on their experience with these new treatments. The Leukaemia Foundation put forward these experiences as part of the submission to the PBAC to support listing these medicines on the Pharmaceutical Benefits Scheme (PBS) making these treatment options accessible to all Australians.

We have heard what our stakeholders have told us and moving forward we will advocate for better treatment and outcomes. We will be our stakeholders voice, helping to accelerate medical breakthroughs from the research bench to the clinical setting. This is a key area in our work and a major focus of our efforts in the coming years.



Anne Brennan, who has been living with myeloma for more than 20 years, started a treatment regimen last year that included carfilzomib.

TOGETHER WE ARE

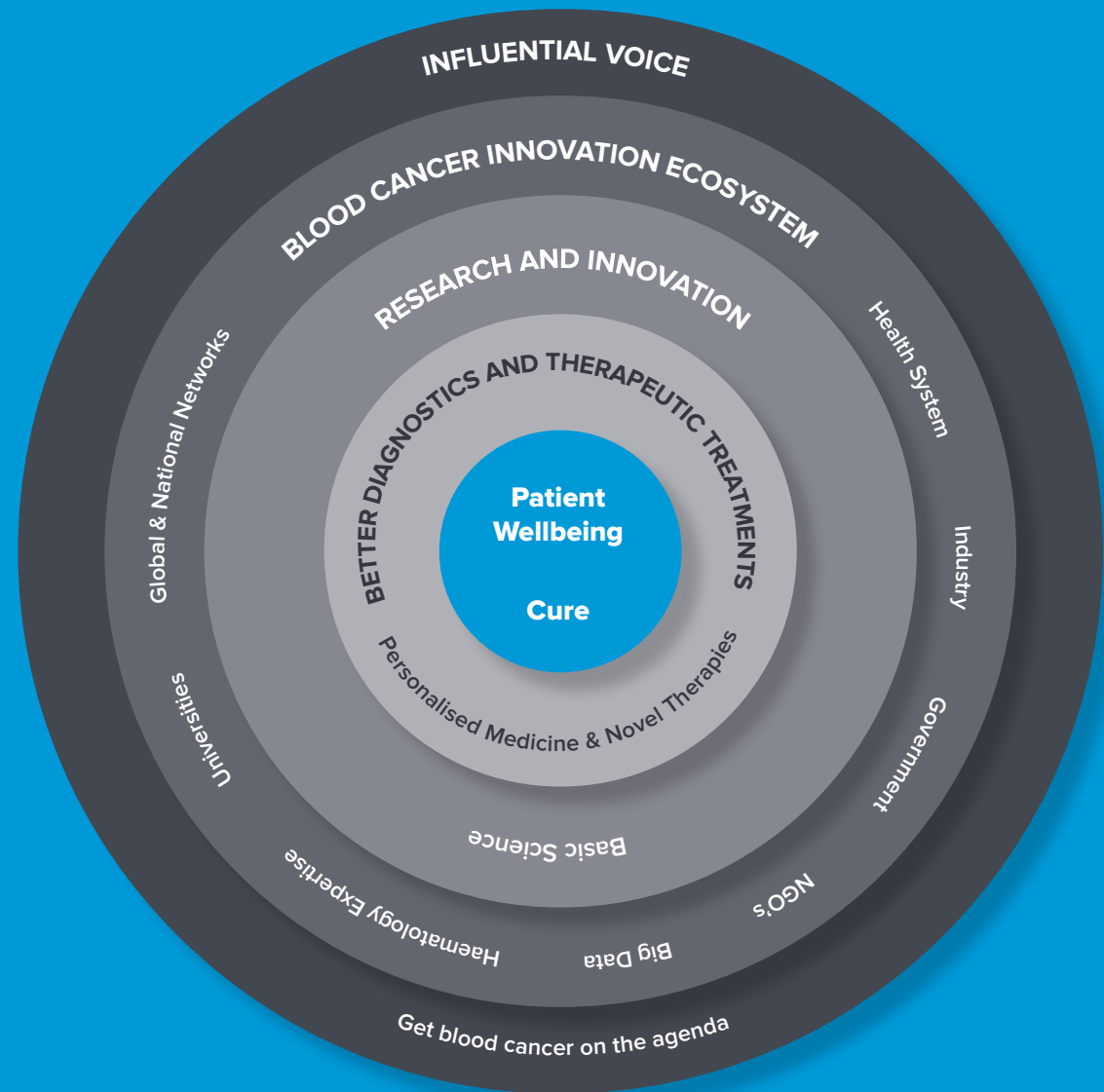
GETTING BLOOD CANCER ON THE AGENDA

An extensive stakeholder consultation process with patients and haematologists this year has set the Leukaemia Foundation on a trajectory to get blood cancer firmly on the national agenda.

Focus groups were held across the country and the resounding message from our stakeholders is that they want the Leukaemia Foundation to take the lead in creating an environment where researchers, people living with blood cancer, supporters, government officials, hospitals and pharmaceutical companies work collaboratively to improve and save lives.

Moving forward our five defined priorities are to:

1. Accelerate adoption of personalised medicine and better diagnostics
2. Promote and support innovative clinical trials
3. Promote the use of real world data
4. Invest in blood cancer prevention research
5. Create the Blood Cancer Ecosystem and support Australian patients and researchers to access global networks, opening up new treatment options and research opportunities.





TOGETHER WE ARE

SUPPORTING FAMILIES TO BEAT BLOOD CANCER

Every blood cancer diagnosis places tremendous strain on the person diagnosed as well as their family and friends. With the backing of the community, the Leukaemia Foundation delivered a range of emotional and practical support this year.

884 people attended the annual Blood Cancer Education Conference in Sydney, Melbourne, Adelaide and Darwin. The aim of our conferences is to provide a current overview of treatment regimes, known side effects and late effects, research developments and survivorship insights. In addition, we have leading

expert clinicians and researchers on hand for people living with blood cancer and their families.

We continued to support people living with blood cancer to keep fit and active through our three-session 'Fit to Thrive' program. This year the program expanded across Queensland, including North Lakes and Atherton. The program was also piloted at the Bridgestone Australia Leukaemia Foundation Village in Adelaide for patients aged 25 and under. We plan to expand the program to all age groups in 2017-18 thanks to a grant from Perpetual's 2017 IMPACT philanthropy application program in collaboration with Adelaide Exercise Physiology group and Good Life Gyms.

In the first part of this year, the Leukaemia Foundation ran a pilot program for sixty two patients with chronic lymphocytic leukaemia (CLL). These patients received information and support to improve their quality of life and oral therapy adherence through the CLL My Way project (Jan-June 2017).

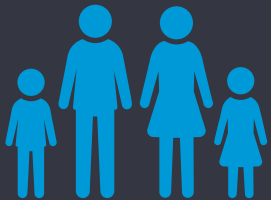
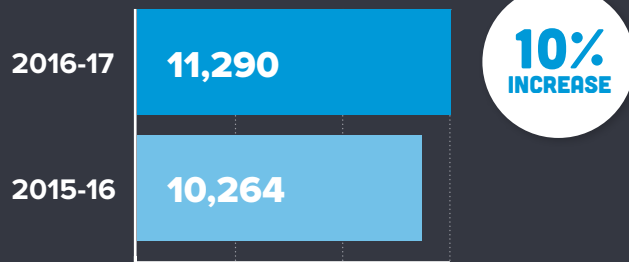
We have continued our ten blood cancer specific newsletters to support people living with blood cancer. The circulation of our Living Well with Grief newsletter was expanded to all states and territories to offer coping strategies and stories to help families grieving the loss of a loved one to blood cancer.

TOGETHER WE ARE

MAKING AN IMPACT

The generosity of Leukaemia Foundation supporters has had an incredible impact on Australian families with blood cancer in 2016-17.

Patients supported



Provided 727 families with a place to stay



53,798 nights of free accommodation provided to families



172 units available across Australia for families to stay for



43 new units opened across Australia



3300 patients and carers attended a support group

We also provided specialised exercise programs in South Australia and Queensland. In South Australia, our program in collaboration with Young Cancer SA/NT, provided 466 individual sessions. This was an increase from 87 sessions in the previous financial year.



BLOOD BUDDIES HELPS ELLE

You have blood cancer: four short words that plunge so many families into a confusing world of test results, treatments, hospital beds and doctors.

For many, coping with that uncertainty is made easier by talking to someone who has already been through something similar.

The Leukaemia Foundation's Blood Buddies program is a phone-based peer support program that matches and connects those with a blood cancer with a trained volunteer who has had the same blood cancer.

This year, the program offered reassurance, support, encouragement and hope to 148 people, including Elle Halliwell.

After deciding to start a family, Elle had visited her doctor for routine tests. But doctors instead gave her devastating news: she had chronic myeloid leukaemia, a blood cancer that interferes with normal blood cell production.

A couple of days later, still reeling from her diagnosis, Elle did a pregnancy test.

"When I saw two little blue lines I was just in shock," Elle said.

She faced an excruciating decision: continue with her pregnancy and risk her own life, or start treatment and miss the chance to become a mother.

"Nick and I made the decision to go through with having the baby, and then we reached out to the Leukaemia Foundation," she explained.

The Leukaemia Foundation put Elle in touch with another mum who had been on a similar journey to inspire and support her during pregnancy.

"It instantly gave me hope and a vote of confidence that, although there were risks, I could see the pregnancy through. It's meant I haven't felt alone."

Elle gave birth to a healthy baby boy named Tor in December 2016 and has since begun her life-saving treatment.

Blood Buddies matches

2016-17

148

2015-16

141

**5%
INCREASE**



TOGETHER WE ARE

DRIVING PATIENTS TO AND FROM TREATMENT SAFELY

Our dedicated volunteer drivers and generous sponsors were at the heart of a special 15-year anniversary celebration for our Patient Transport Program in Port Melbourne earlier this year.

The program launched in Victoria in 2001 after generous sponsorship from Bridgestone Australia, Holden and the Peter Brock Foundation. Thanks to hundreds of committed volunteer drivers, the service provides reliable and hygienic transport for blood cancer patients to and from treatment.

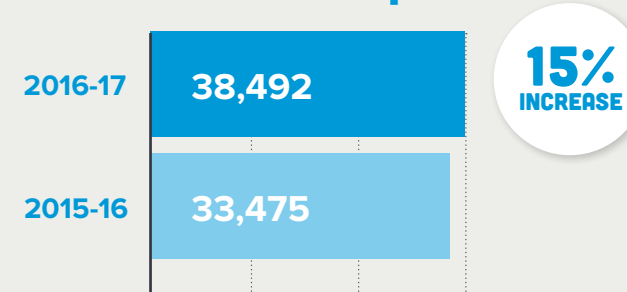
From its humble beginnings, the program has grown to support thousands of families from across Australia. In 15 years, Leukaemia Foundation vehicles have together

travelled an incredible 5.6 million kilometres (that's the equivalent of 140 times around the globe!), transporting more than 55,000 people.

In the 2016-2017 financial year, Holden generously supplied 21 new vehicles for the program including an Astra Hatch, Trailblazer and Trax. We sincerely thank Holden for their ongoing support.

Bev Brock, co-founder of the Peter Brock Foundation, says the Leukaemia Foundation's volunteer drivers play an important role in providing "a friendly face and a willing ear" for blood cancer patients, as well as easing the transport burden on family members working to maintain a 'normal' household existence during their loved one's treatment.

Patient Transport Service trips



that's over 38 laps of the globe!

1,557,779 km were driven in 2016/17



TOGETHER WE ARE

PROVIDING SAFE PLACES TO CALL HOME NEAR HOSPITAL

Leukaemia Foundation supporters have helped to give 727 families from regional Australia a free place to call home close to blood cancer treatment this year.

This support has also facilitated the opening of 43 new patient units in Melbourne and Canberra and the refurbishment of the Leukaemia Foundation's first accommodation complex that opened in Brisbane in 1989.

- Loyal supporters of the Leukaemia Foundation and a grant from the Victorian Government saw the opening of the \$9.1 million Victorian Patient Accommodation Centre in North Melbourne.

- In addition to the 15 family apartments, the complex includes a Support Services Centre with our staff on-hand to meet the emotional and practical needs of families.

Other facilities include a designated lift for patients, a common area, landscaped gardens and a rooftop terrace with pool and barbecue facilities.

- **The John James Village (JJV)** officially opened on 4 August 2016 for regional ACT families affected by blood cancer thanks to the generosity of the ACT Government, the John James Foundation and the Canberra community.

JJV houses six beautiful custom built apartments and in just one year provided over 1110 nights' accommodation to 40 regional families who had

to relocate to Canberra to access the treatment they needed.

- The long-awaited renovations to **Herston Village** were completed thanks to community support and a \$998,400 grant from the Australian Government's National Stronger Regions Fund.

Since 1989, more than 1700 families have stayed at the 13-unit complex, conveniently located near the Royal Brisbane and Women's hospitals.

Upgrades include the installation of an elevator, improved recreation facilities and unit layouts, plus new modern appliances. Upgraded internet cabling means residents can now keep in touch with family back home more easily.

TOGETHER WE ARE

LAYING THE FOUNDATIONS FOR A LIFE-SAVING YEAR

Your contributions have allowed the Leukaemia Foundation to provide support and services to the 60,000 Australians living with blood cancer.

Blood cancer puts an incredible emotional and financial strain on families in our communities. Together we're able to offer a range of emotional and practical support services, including accommodation, counselling and comprehensive disease information.

Thank you!

TRUSTS, FOUNDATIONS AND GOVERNMENT SUPPORTERS

Alcoa of Australia

Australian Government: National Stronger Regions Fund

CBH Group: Harvest Mass Management Scheme

Child's Play Foundation

clubGRANTS NSW

Commonwealth Bank Community Foundation

Dry July Foundation

Government of South Australia

NAB Foundation

Newcastle Permanent Charitable Foundation

The Cory Charitable Foundation

The Hacket Foundation

The Nicholas & Phyllis Pinter Trust, managed by Equity Trustees

The Stan Perron Charitable Trust

The William Angliss Charitable Fund

The Woodend Foundation

Tour de Cure



DOT'S LASTING COMMITMENT

An increasing number of supporters and grateful recipients of Leukaemia Foundation services have told us they are leaving a gift in their will.

These gifts will help to ensure the longevity of the services available for people diagnosed with blood cancer now and well into the future.

The loss of her beloved son sparked Dot's lifelong commitment to the Leukaemia Foundation and her inclusion of a gift in her will.

"We lost our son in 1965. He was diagnosed with leukaemia only six weeks before he passed away" said Dot. "In those days, there was no treatment or support available: we were left in an emotional and financial hole.

"I have chosen to include a gift in my will to ensure someone else's son, daughter, mother or father is provided vital support when they need it most."

Why not consider leaving a gift in your will? Every gift we receive, no matter how big or small, is an important step forward together to beat blood cancer.

TOGETHER WE ARE

SHAVING TO MAKE BLOOD CANCER YESTERDAY'S NEWS

Australians showed their support for those impacted by blood cancer in greater numbers this year through our iconic World's Greatest Shave.

Our most well-known national fundraiser welcomed more incredible shavers in 2017, 10 per cent more than the year before. 24,143 people signed up to shave, colour, wax, lose the beard, trim their topknots or cut off their ponytails. This increased enthusiasm and participation is promising as the campaign nears its 20th anniversary in 2018.

For the first time this year, our advertising campaign was seen by more people on the internet than on TV. Bon Rurgundy, Chinville's intrepid news anchor man, helped to drive registrations on 'live' TV, catch up and online video.



Highlights from the campaign included:

- More women shaved their heads than ever before. The 4000 brave women who took the plunge raised nearly \$5 million.
- Schools engagement increased, raising \$3 million and doubling what childcare centres, primary and high schools raised in 2016. We look forward to working even more closely with the education sector in 2018.
- Among many celebrity and sports-star shavers were Paul Kennedy and Virginia Trioli from ABC News Breakfast, who raised more than \$36,000.
- We improved people's fundraising web pages to make it even easier to sign up, ask for sponsors and share messages on mobile devices, as 70% of people visit our website on phones and tablets.
- These dedicated shavers and their supporters raised an incredible total of \$16,490,982 to help provide research and practical support for people living with blood cancer.



TOGETHER WE ARE

RAISING MONEY THROUGH SIGNATURE COMMUNITY EVENTS

The passion and generosity of Australian communities is behind each and every facet of the Leukaemia Foundation's work, making it possible for us to beat blood cancer – together.

More than 1200 energetic Australians challenged themselves to raise more than \$1,166,000 in Get Your Blood Pumping events, such as the New York Marathon, climbing Mt Kilimanjaro and Stadium Stomp.

In 2016, almost 1500 bartenders raised more than \$1.8 million as part of U.G.L.Y. Bartender of the Year, providing close to 23,000 nights of accommodation for regional families impacted by blood cancer. The campaign is now recognised nationally as the key fundraiser of the Australian hospitality industry, raising more than \$10 million for the Leukaemia Foundation over the past nine years.

'Understanding. Generous. Likeable. You.' bartenders came up with all sorts of creative ways to raise money, including cooking over 52,000 sausages, washing 18,000 cars and auctioning more than 5700 generously donated items!

A huge "cheers!" to 300 venues from the ALH Group for raising a staggering \$455,000, and to our Principal Sponsor, Hoshizaki Lancer, who provided prizes for

the highest fundraising venue in every state, plus the Michael Abraham Trophy to Casey Sentence from the Outback Pioneer Hotel and Lodge in NT for raising an extraordinary \$41,520.

To find out what's happening in the world of U.G.L.Y. Bartender of the Year as it prepares for its 10th anniversary in 2018, visit uglybartender.org.au.

Light the Night shone in October and November at 20 flagship events and 123 community walks, thanks to hosts and volunteers across Australia who generously gave their time and talents.

Our largest flagship events were in Barangaroo in Sydney, and at new locations in Victoria Square, Adelaide, the University of WA in Perth and St Kilda Beach in Melbourne.

The following incredible Shooting Stars each raised more than \$10,000, contributing to Light the Night raising \$2 million for the first time. Thank you to:

Marg Star (Griffith, NSW) - \$35,670

Julie Hughan (Lithgow, NSW) - \$14,467

Ken Baxter (Melbourne, VIC) - \$13,425

Simon Haskins (Sydney, NSW) - \$10,698

Lauren Glennon (Wollongong, NSW) - \$10,552



The 2016 event was a major celebration for Principal Partner Bridgestone in their 30th year of supporting the Leukaemia Foundation.

We also thank major partners Celgene and Janssen; TOLL, for delivering thousands of lanterns to our walks; and KOJO for creating emotionally engaging videos asking people to "#walkwithme".

In nine years, Light the Night has raised \$13 million and looks set to continue inspiring fundraisers in the years to come.

The 2016, Aussie Muscle Car Run saw 82 entrants in 41 muscle cars depart Adelaide bound for Phillip Island in Victoria – and raise an incredible \$344,000 to help beat blood cancer!

Highlights included camping under the stars at Halls Gap, a race day at Phillip Island with motorsport legend Alan Moffat and having well known Aussie actor, Shane Jacobson, join the Run in Ballarat for two days.

Described as "arguably the best muscle car event in Oz" by Australian Muscle Car Magazine editor Luke West, the Aussie Muscle Car Run continues to unite muscle car enthusiasts and their passion for fundraising each year with exciting new routes and motorsport experiences.



TOGETHER WE ARE

INSPIRING AUSTRALIA TO HELP BEAT BLOOD CANCER

Blood cancer can strike anyone, at any time. It happens when you least expect it. Many generous supporters across Australia continued to support people living with blood cancer through their kind donations.

The Leukaemia Foundation shares many stories with our supporters, who respond with kindness, community and support for the many families facing uncertainty.

For many of our supporters, it's the inspiring stories of courage and beating the odds that resonate and give reason to donate to help others.

Our supporters donate in many ways to make sure people living with blood cancer are given the practical and emotional help to live with and fight their disease, as well as funding vital research into better treatments and hopefully, cures.

Supporters often become a Constant Companion and ease the burden of blood cancer by making a small,

manageable donation every month. Some choose to give in memory of a loved one; give in celebration of a birthday, anniversary or wedding; and other just give when they can.

This year, we shared little Kiaan's story as the face of our Tax appeal. Kiaan and his family shared their experience with blood cancer to highlight the need for donations that will help more families access a range of emotional and practical support.

We saw an incredible response to Kiaan's story (pictured) and raised \$754,476. A further \$2 million was contributed to the Leukaemia Foundation through the generosity of people leaving gifts in their will.

There are many different pieces of support that families living with a blood cancer need. Our supporters help the Leukaemia Foundation give those devastated by a blood cancer diagnosis, a person to talk to, a place to call home, and information which will guide them through complex treatment options.



TOGETHER WE ARE

THANKING YOU, OUR PARTNERS

We are so grateful for the ongoing support of our corporate partners and sponsors who have this year helped many families facing blood cancer.

The generosity and community support shown by these organisations and their employees allows the Leukaemia Foundation to grow and reach even more people who need our help.

From sponsorship of signature events like Light the Night, to the support of practical services like accommodation and transport, we would like to thank the following partners:

Business Partners and Supporters

Bridgestone Australia Ltd

Famous Pacific Shipping

Holden

John James Foundation

Australian Medical Placements

B Braun

Beyond Bank

Brydens Lawyers

CBH Group

Followmont Transport

Icon Group

JJ Richards & Sons Pty Ltd

Land Surveys

Liquor Industry Golf Foundation

Melbourne Zoo

Paspaley Pearls

Ray White – Stones Corner

Major Event Sponsors and Supporters

ALH

Celgene

Janssen

KOJO Group

Wesfarmers - Bunnings

Toll IPEC

ASC

Bankwest

Bechtel Australia

Clinpath Laboratories

Compass Group

Data #3

Deloitte

H Hotels

Icon Cancer Care

Paradise Motors Mazda

Peabody Australia

Pickstar

*The University of Western
Australia*

*Wine Industry Suppliers
Association*

TOGETHER WE ARE

CONGRATULATING BRIDGESTONE AUSTRALIA ON A GLOBAL AWARD

In recognition of the exceptional commitment to supporting the community, Bridgestone Australia Ltd received a Bridgestone Group international award that recognised their commitment to the Leukaemia Foundation over three decades.

Our longstanding national partner received the Bridgestone Group Award – ‘People’ at a ceremony in Tokyo in March 2017. The award was presented by Masaaki Tsuya, (Bridgestone Global CEO) and Kazuhisa Nishigai (Bridgestone Global COO) to Bridgestone Australia’s Joanne Hayes (Communications & CSR Manager) and Julia Bilibio (Senior Human Resources Advisor).

It was one of six awards given out by the Bridgestone Group internationally across the categories of Achievement, Mobility, People and Environment.

Last year marked the 30th anniversary of the Bridgestone Australia and the Leukaemia Foundation alliance. Our partnership is one of the longest standing

charitable relationships in Australia and one of which we could not be prouder. Since our two organisations first came together in 1986, the Bridgestone partnership has been based on understanding and trust, as well as a strong alignment in core organisational values.

Bridgestone engages with us in very public ways: as Principal Partner of Light the Night and the Aussie Muscle Car Run, through sponsorship of our national Transport Service and fundraising initiatives as well as naming sponsor of the Bridgestone Australia Leukaemia Foundation Village in Adelaide.

In announcing the award to his team, Managing Director of Bridgestone Australia & New Zealand Andrew Moffatt acknowledged our shared commitment to beating blood cancer and paid tribute to the Leukaemia Foundation’s “great work”.

We thank Bridgestone Australia for their incredible support over so many years and look forward to all we will continue to achieve together to help more Australians beat blood cancer.



BRIDGESTONE



TOGETHER WE ARE

LENDING A HAND TO LESSON THE BURDEN

2017 marked the 15 year anniversary of the Patient Transport Program at the Leukaemia Foundation. Holden and the Leukaemia Foundation organised an appearance on national television to highlight the program and its services. This segment featured Volunteer Driver Camel Martin (pictured), a dedicated driver for the foundation for over 13 years, and Malcolm Loveland, a patient whom has utilised the program and seen firsthand the benefits it can offer others facing blood cancer.

This year, hundreds of volunteers gave up hours of their time to help the Leukaemia Foundation beat blood cancer.

By giving us their time and sharing their skills, these dedicated Australians of all ages and backgrounds help us run an effective patient transport service, organise successful fundraising events and ensure our offices are run efficiently.

Our volunteer program also expanded to include members of our branches and groups, who regularly hold fundraising events in local communities.

Hundreds of volunteers across the country assisted with our Light the Night and World's Greatest Shave.

If you would like to join our long list of volunteers, please contact the Leukaemia Foundation on 1800 620 420 or visit leukaemia.org.au.



DAWN THORP

Dawn Thorp's smiling face and dedication to helping people beat blood cancer are as much a part of the Leukaemia Foundation today as they were 20 years ago.

Dawn's journey with the Leukaemia Foundation began in the late 1990s when, as a nurse, she was invited by then board member and current Chairperson, Beverley Mirolo OAM, to help explore the concept of establishing the charity in South Australia.

In 1999, Dawn organised a task force and a year later the Foundation's Transport Service began in Adelaide.

Dawn graduated in 1960 as a general nurse at the Royal Adelaide Hospital (RAH), the year after her step father passed away from a relatively unknown illness – leukaemia.

By 1983 she was Clinical Nurse Consultant in charge of the newly opened Haematology Day Centre. Dawn and her staff were pioneers in the collection of stem cells and in the early 1990s their RAH unit became one of the first in Australia to conduct a stem cell transfusion.

When Dawn retired in 2001 she quickly signed on as a volunteer in the Leukaemia Foundation office in South Australia. She continues to volunteer every Monday, inspiring both fellow volunteers and staff.

In recognition of Dawn's long-time support, the Bridgestone Australia Leukaemia Foundation Village in Adelaide features a community building named in her honour. The Dawn Thorp Community Building is a key feature of the Village, giving families a space to meet and benefit from the various education sessions held there.



TOGETHER WE ARE

TELLING THE BLOOD CANCER STORY & BUILDING OUR BRAND

To cement our unified, national brand in the eyes of our supporters and patients, we started the process of integrating marketing and communications across the country. This resulted in the implementation of a new national strategy and brand guidelines.

This included a review of the educational materials we provide to people affected by blood cancer, a streamlined approach to designing our fundraising collateral, and aligning the key messages and language

used across all materials. Our new national brand also extended to the digital space, where we merged our social media platforms and started the process for merging our websites.

The Brand & Marketing team worked with CEO Bill Petch and other staff members throughout the year to build the Foundation's media profile, helping to position our organisation as a trusted expert on blood cancer research and news.



Website visits

1.368 million visits (up 5% on last year)
leukaemia.org.au

Media

547 Leukaemia Foundation branded media mentions across broadcast, print, and radio

Social media



FACEBOOK

138,044 TOTAL* LIKES
**LF, LTN, WGS, UGLY, AMCR*



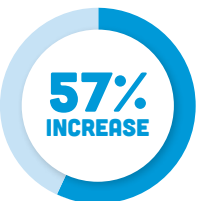
TWITTER

4,676 FOLLOWERS
@LeukaemiaAus



INSTAGRAM

2,003 LF FOLLOWERS
@leukaemia_foundation



4,278 WGS FOLLOWERS
@worldsgreatestshave





TOGETHER WE ARE

EMPOWERING & EQUIPPING OUR PEOPLE

Following the unification of the Leukaemia Foundations of Australia and Queensland in April 2016, a new People and Culture team was initiated. The 2016-2017 year has focused on developing a strong team to embed the unification and support the implementation of our new strategy.

The team has worked to provide the Foundation with consistent People and Culture policies that are accessible on a new internal communications portal – ‘A Leukaemia Foundation Information Exchange’.

This saw the addition of policies such as diversity and inclusion and higher duties. The team also worked to consolidate separate travel and expense policies, resulting in a more efficient nationwide system.

As part of the unification, the Foundation engaged an external firm to conduct a national remuneration audit to ensure a consistent and fair approach to pay nationally. These changes came into effect in the fourth quarter.

Part of building a sustainable organisation means knowing what skills you currently have. A national skills matrix on key technical competencies was developed to assist with understanding key focus areas in various departments across the segments. This work complemented the introduction of the new performance and development process launched in June 2017 to give employees and their managers the opportunity to identify opportunities for development, particularly as we continue to transition and adopt our new strategy.

The People and Culture Information System now electronically stores and tracks our recruitment and on-boarding (induction processes) for new starters. It stores all of our performance review processes and contains electronic versions of position descriptions as well as online learning. Over time, we will decrease the need for paper based forms as we move to electronic forms for many of our current People and Culture processes.



TOGETHER WE ARE

THE LEUKAEMIA FOUNDATION BOARD

a. Chairman - Beverley Mirolo OAM

Beverley has over 40 years' experience working in the area of blood cancers in both the public and private health sectors.

b. Director - Arthur Alexander

Arthur Alexander has more than 30 years' executive, senior management, and consultancy experience in private and public sectors.

c. Director - Assoc. Prof. Maryanne Hargraves

Maryanne is Adjunct Associate Professor in the School of Nursing & Midwifery at Queensland University of Technology and has over 30 years' experience in cancer care.

d. Director - Tim Ridgway

Tim is the general manager of an HR consulting firm with 20 years of research and consulting experience.

e. Director - Philip Bradley

Phillip was formerly the Commissioner of the NSW Crime Commission from 1989 until 2011.

f. Director - Darren Laarhoven

Darren Laarhoven, the board's treasurer, is the managing partner of UHY Haines Norton Chartered Accountants, and is responsible for assurance and governance-related assignments.

g. Director - Tony Formica

Tony, a Chartered Accountant, is a professional company director currently working with start-up companies in the Cleantech sector.

h. Director - Lucio Di Giallonardo

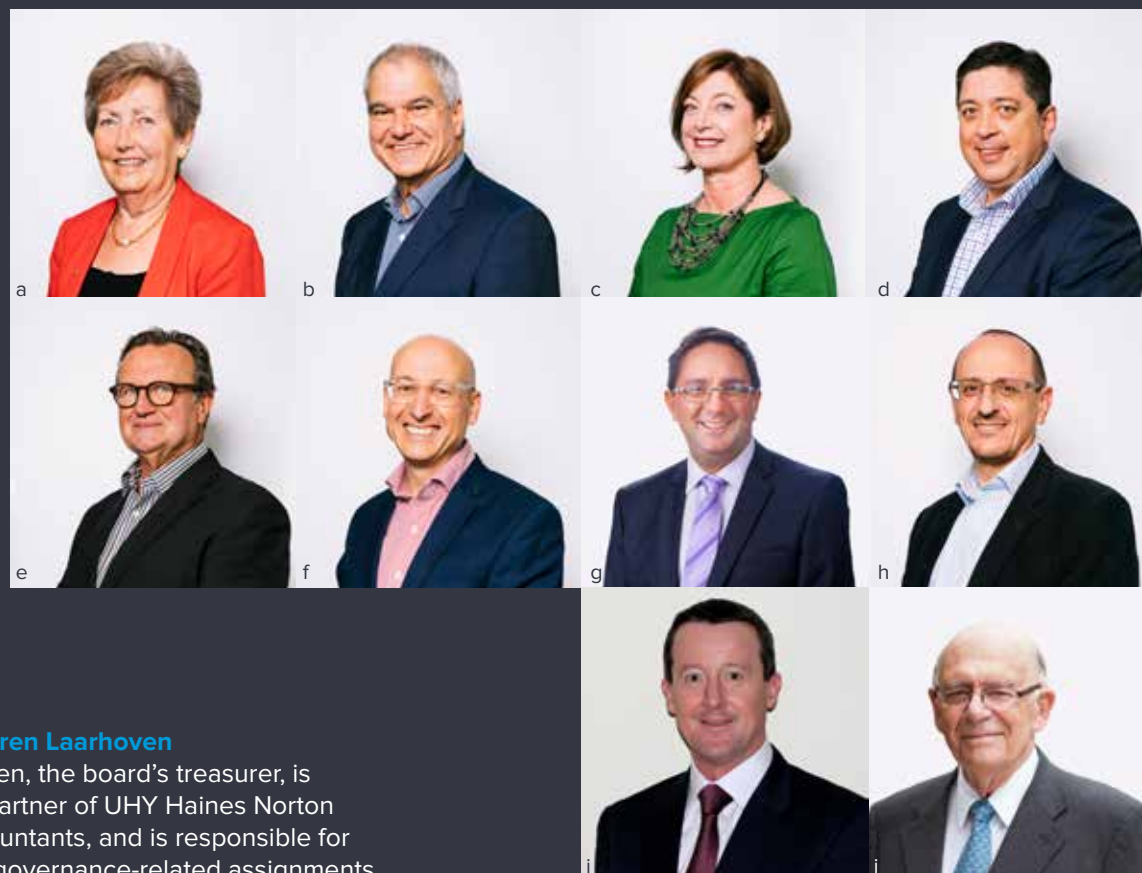
Lucio is a partner of HLB Mann Judd Chartered Accountants, part of the firm's Corporate and Audit Services division, as well as being the firm's managing partner.

i. Director - Christopher Murray

Christopher Murray has 30 years' experience in the energy, resources and manufacturing sectors in various roles, including principal, managing director and executive general manager.

j. Director - Robert Yeo

Robert spent many years as senior partner and chairman at Hall Chadwick Chartered Accountants and has extensive experience in audit, due diligence, business reviews and corporate governance.



FINANCIAL OVERVIEW

The 2016/17 financial year has been a successful year for the Foundation. Due to the merger at the beginning of the financial year, consolidated comparative figures are not available. The 2017 financial years results incorporate cost savings in the order of \$500,000 when compared to the premerger operations. The cost savings arise from the rationalisation of duplicated roles as well as savings from combining office space.

Growth opportunities from fundraising activities with this organisation will start to materialise into the 2018 financial year and accelerate beyond that.

Revenue

The total revenue generated by fundraising this year was \$38,235,264. A large portion of this revenue was generated through our signature event, World's Greatest Shave earning \$16,490,982. Other fundraising, sponsorship and grants, and other investments earned the Foundation a further \$21,744,282.

Expenditure

The 2016/2017 Financial year expenditure on supporting people with blood cancer and their carers cost \$13,269,769.

Our total research investment in 2016-17 was \$2,238,183.

Summary

Our cash holdings in the 2016-17 financial year is \$15,298,340, however \$5,349,360 represents funds reserved for accommodation in Queensland unless otherwise approved by a majority of the Queensland resident directors.

The future

The 2016/2017 financial year was focused on integrating the LFQ and LFA, developing a new strategy and we are now restructuring to align the organisation to major stakeholder segments to support the new strategy. We believe this will create a more sustainable Leukaemia Foundation which will enable the Foundation to support more people living with blood cancer.



STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2017

	2017 \$	2016 \$
CURRENT ASSETS		PRE-UNIFICATION QLD ONLY
Cash and cash equivalents	15,298,340	9,060,013
Trade and other receivables	1,859,183	236,462
Other assets	672,349	328,884
TOTAL CURRENT ASSETS	17,829,872	9,625,359
NON-CURRENT ASSETS		
Property, plant and equipment	62,808,134	37,965,736
Intangibles	76,063	73,237
Capital work in progress	1,874,664	8,321
Available-for-sale financial investments	240,662	-
TOTAL NON-CURRENT ASSETS	64,999,523	38,047,294
TOTAL ASSETS	82,829,395	47,672,653
CURRENT LIABILITIES		
Trade and other payables	2,149,372	457,386
Unearned revenue	100,000	-
Provisions	1,401,755	578,043
TOTAL CURRENT LIABILITIES	3,651,127	1,036,099
NON CURRENT LIABILITIES		
Provisions	448,380	81,249
TOTAL NON CURRENT LIABILITIES	448,380	81,249
TOTAL LIABILITIES	4,099,507	1,117,348
NET ASSETS	78,729,888	46,555,305
ACCUMULATED FUNDS		
Accumulated surpluses	50,901,445	46,555,305
Reserves	27,828,443	-
TOTAL EQUITY	78,729,888	46,555,305

PROFIT AND LOSS AS AT 30 JUNE 2017

	2017 \$	2016 \$
		PRE-UNIFICATION QLD ONLY
Fundraising revenue	33,924,017	8,837,254
Fundraising costs	(13,153,426)	(3,425,794)
Net fundraising revenue	20,770,591	5,411,460
Other revenue	4,331,247	3,520,616
Operating costs	(5,227,746)	(1,410,664)
Surplus after fundraising & operating costs	19,854,092	7,521,412
Research grants expense	(2,238,183)	(793,221)
Impairment of collaborative laboratory facility rights	-	(2,225,589)
Patient support expenses	(13,269,769)	(5,799,110)
Total expenditure on Support Services and Research	(15,507,952)	(8,817,920)
TOTAL SURPLUS/(DEFICIT) FOR THE YEAR	4,346,140	(1,296,508)

TOGETHER WE ARE

BEATING BLOOD CANCER

Donating

Your regular donations allow us to continue to offer free support services to Australians affected by blood cancer such as financial and practical assistance, education, counselling and accommodation, as well as investing in life-saving research.

Giving a gift in your Will

After taking care of your loved ones, a gift in your Will is a direct and valuable way of helping to create a brighter future for Australians with blood cancer.

Fundraising

You can get involved in our many local and national fundraising events, such as the World's Greatest Shave.

Volunteering

Volunteers are a crucial part of our success - from driving patients to and from treatment, maintaining our accommodation centres or providing administration support.

Partnering with us

There are many ways we can work together to help more people with blood cancer survive. Find out how your organisation can share in our achievements.

Giving blood, marrow and tissue

Bone marrow transplants can cure some blood cancers and blood donations are needed as part of treatment. Visit donateblood.com.au.

