

Leukaemia Foundation

OUR STORY

Annual Report 2017/18



FROM OUR CHAIR

On behalf of the Board, I am delighted to present our 2017/2018 Annual Report.

This financial year saw special anniversaries of two of our signature events: the 10th anniversary of Light the Night, and the 20th anniversary of the World's Greatest Shave. We are fortunate to be in the enviable position of hosting two long-term campaigns that continue to inspire and motivate people every year.

My family and I have been touched by cancer and so, in March this year, I too was brave and shaved, along with two members of my family. As I sat on that stage with my granddaughter taking the shaver to my hair, I was overwhelmed by all the people who had shaved before me, and honoured that these people felt compelled to raise funds to make a difference to the lives of people living with a blood cancer.

In 2016, the Leukaemia Foundation undertook stakeholder research that has informed our decisions as a Board to restructure our national organisation that allows us to truly deliver services and support and address unmet needs of people living with blood cancer.

This financial year, most of the restructure was completed with the appointment of the remaining two general manager positions: General Manager of Blood Cancer Partnership, and the General Manager of People Living with Blood Cancer.

As we embark on the next financial year, I am excited to see what the year brings as we fully implement our new strategic plan. This strategy will position the Leukaemia Foundation as an authority on blood cancer in Australia, allow us to adapt to changes in the sectors we work in, and remain relevant to the needs and expectations of people living with blood cancer.

We couldn't do what we do without the generosity of our supporters who each year contribute so much to making a difference to the lives of people with a blood cancer and their families. I would also like to thank my fellow Board members, Bill Petch CEO, the Executive Leadership Team, staff, members, and volunteers for their support and dedication in leading the organisation to the successes achieved this year.

Beverley Mirolo OAM
Chair



This year, I am honoured to have led the Leukaemia Foundation through another successful year.

Our formative years have helped to establish today's maturing organisation, with a focus on pursuing the strategies needed to respond to the current and future needs of people living with blood cancer.

Over the last two years, we have seen many changes and challenges and Our People have stepped up to the plate to continue to deliver results for people living with blood cancer.

The Leukaemia Foundation has embarked on a newly defined strategy as we continue to provide a home-away-from-home, practical and emotional support, and other essential services to those living with blood cancer.

Our new approach to research and advocacy will allow us to realise our vision to help more Australians with blood cancer survive, and have a better quality of life.

Our new fundraising strategy enhances our sustainability so we can respond to the changing needs of people living with blood cancer. We give thanks to the generosity of our all our supporters, business partnerships, trusts and foundations.

As we embark on this journey, we are continuously looking for innovative ways to improve what we do to meet the needs and expectations of people living with blood cancer. As a national organisation we have done much work in the area of workplace health and safety to ensure we are compliant across the country. We have also embraced new technology to help us work more collaboratively by having access to the same IT infrastructure.

And we're just getting started!

Over the coming year, we will continue to roll out our new strategic approach to deliver on unmet needs, and continue to provide impactful services and support to people living with blood cancer, our supporters and other stakeholders. This is what our stakeholders have asked for through our research; they want a stakeholder-centred approach. It will be an exciting year and I hope you will continue to play a part in our story.

Bill Petch
Chief Executive Officer



FROM OUR CEO

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Cover: Dad, Harley Royce and his family. To read about Harley and his family see page 6.

A NEW ERA FOR THE LEUKAEMIA FOUNDATION

The Leukaemia Foundation was formed in 1975 to advocate for change so more people would survive a blood cancer diagnosis and access support which would lead to a better quality of life. Today, in 2018, our mission has not changed.

The way we engage the hearts of our supporters and other stakeholders has not changed either. We are the storytellers of the blood cancer story in Australia.

By passionately sharing these tales, we serve a real purpose: to make a difference in the lives of people living with blood cancer.

This year, our national team of media, communication and digital specialists came together to tell the stories of people living with blood cancer, our supporters, Our People, and together we drive awareness and advocacy for blood cancer across Australia.

Despite rapid changes in the mediums through which we tell these stories, it is the tradition of telling a story that evokes a reaction from an audience that often leads to action. Focusing on delivering these stories on all our channels has seen incredible increases in our engagement.

In this annual report, we bring you some of the stories from this year and the past that make us who we are today.

WE WILL ALWAYS BE A HEALING HOME

The Leukaemia Foundation launched its brand new, purpose-designed and self-contained accommodation facilities in Stirling Cross, Western Australia. There are 10 fully equipped one- and two-bedroom apartments as part of the new Stirling Cross facilities, which now provide families from regional Western Australia and other states with vital accommodation when they are forced to relocate to Perth for life-saving blood cancer treatment.

A week before Christmas 2017, Harley Royce was admitted to hospital after a wayward jump from his daughter caused his appendix to burst.

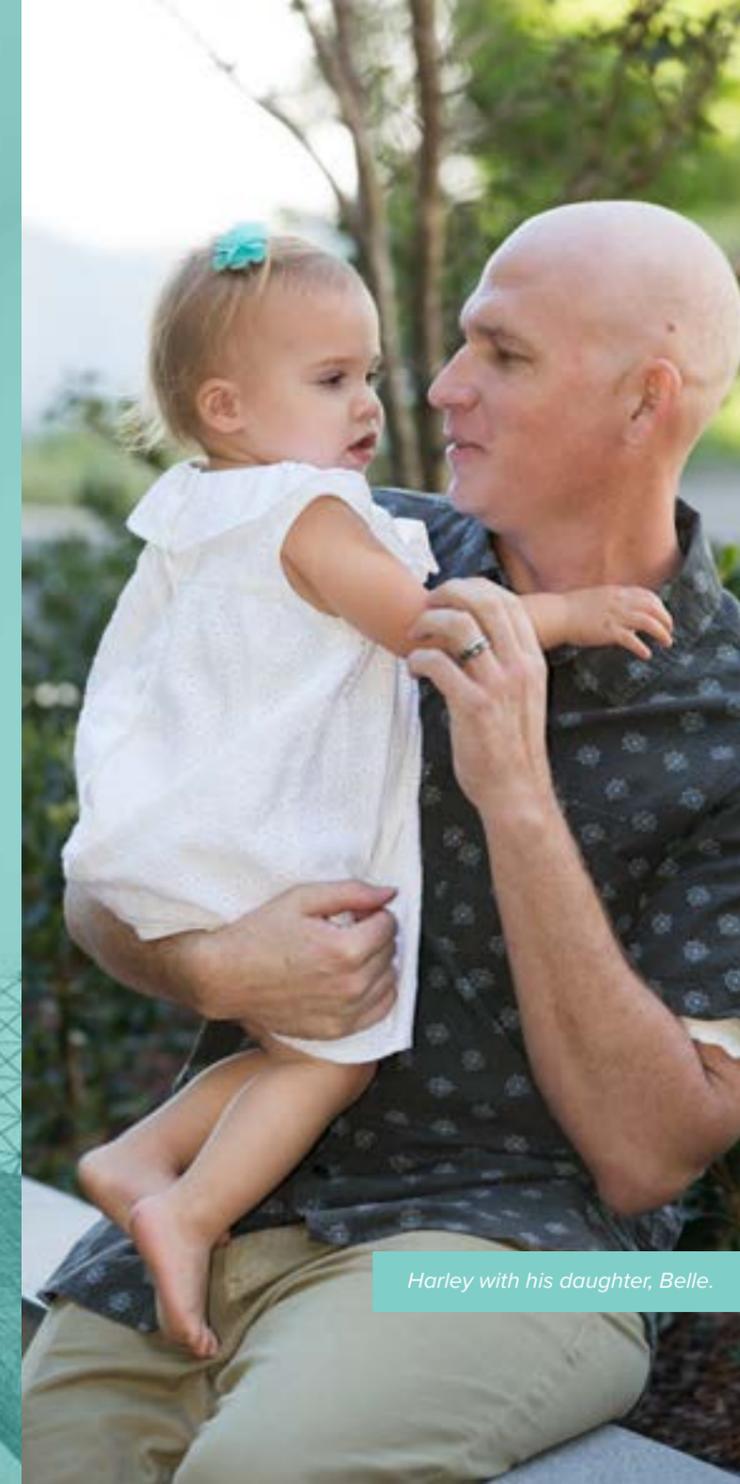
A routine biopsy then revealed Harley had Burkitt's lymphoma, an aggressive and fast-growing form of lymphoma that presents as a rapidly enlarging tumour.

"During the month between getting my appendix removed and my first PET scan, the tumour had grown from nothing to the size of a softball," explains Harley.

"There were no warning signs. I only started getting symptoms at the end of January with really bad pains in my abdomen and terrible backaches from the tumour pushing on my spine."



Harley and his family



Harley with his daughter, Belle.

The diagnosis was a big shock to the whole family who live in the country town of Geraldton, a five-hour drive north of Perth.

"I just burst into tears and a million questions ran through my mind," remembers Harley's wife, Jess.

With three young children, seven-year old Adelaide, William, five, and one-year old Belle, having to uproot the entire family to Perth seemed daunting – but necessary considering treatment could take up to six months.

"My first thought was that Harley would not be going through that treatment by himself. We all needed to be there to support him. My second thought was how the kids would cope with the changes from the chemo. I just think it would've scared them to only see him every three weeks, it would be too big a shock," says Jess.

Thanks to our supporters, including Adrian Fini, our brand new Stirling Cross Apartments had just opened, with Harley and his family among the first occupants. "I just couldn't believe these apartments existed. I kept asking the staff 'you're definitely not going to tell me it's time to go after four weeks' and they just said 'this is your home for as long as you need it,'" Jess explains.

"The Leukaemia Foundation's team made it as easy as possible."

The Leukaemia Foundation has similar accommodation facilities in all metropolitan cities across the country. Our apartments offer a safe, secure and central location to essential services close to major metropolitan treating hospitals. The facilities become a home-away-from-home, allowing families to stay together for as long as they need during difficult treatment times, without the financial worry of paying for accommodation. The length of time can be anything from a month to several years. With back up from the Leukaemia Foundation's onsite support staff and the life-long friendships formed, the aim of all our facilities is to provide a home-away-from-home for people living with blood cancer.

ADDRESSING UNMET NEEDS

In Australia, approximately 1300 people are diagnosed with chronic lymphocytic leukaemia (CLL) each year and around two-thirds are not calling us for help.

To assist us in addressing unmet needs and an essential support for people living with CLL, we embarked on an extensive exploratory journey to better understand their needs and how we can improve our support. The project was called CLL My Way and allowed us to immerse ourselves in the everyday lives of people living with CLL, uncovering fresh insights and many new ways to make a difference to this community now and in the future.

From November 2017 to May 2018 we conducted 27 in-depth interviews with people with CLL, their carers and families, as well as GPs in Melbourne, Sydney, Adelaide, Brisbane, regional Queensland, and Hobart.

Wayne Clark was one of the people living with CLL who took part in the in-depth interviews.

“I really enjoyed being a part of a committed team that worked on the project that will allow the Foundation to grow, develop and provide wider support and assistance to people with blood disorders.”

Wayne was diagnosed with CLL in his late 50s and lives on a small farm in the Sunshine Coast Hinterland, Queensland.

He is now in his late 60s and has been taking ibrutinib (Imbruvica®) for three years. Ibrutinib is a new small molecule drug that marks a new era in targeted therapy and offers the possibility of a cure for CLL.

“To be able to share my experiences in the hope that someone else with CLL may benefit, gave me a sense of purpose,” said Wayne.

“I look forward to seeing the results of the CLL My Way project.”



Members of the team that took part in the in-depth interviews.

The results of this work will provide next generation support to help People living with CLL navigate their way through their leukaemia Journey.

RESEARCH AND ADVOCACY

Our new national research program is committed to supporting medical research that drives rapid advancements in treatments, encourages the careers of promising scientists, discovers new diagnostics and novel therapies, and gives Australians access to global clinical trials.

Our overarching aim is to fund high-impact research by concentrating our resources on projects with broad potential for all people living with blood cancer.

There are three key elements to the Leukaemia Foundation's new research agenda, based on a collaborative approach with established scientific organisations.

- Partnering with Haematology Society of Australia & New Zealand (HSANZ) to fund new PhD scholarships.
- Funding early career researchers through Cancer Australia's Priority-driven Collaborative Cancer Research Scheme.
- Strategic Ecosystem Research Partnerships that align with our research priorities to enhance a project's success

The Leukaemia Foundation's key areas of focus are:

- Understanding the biology of blood cancers
- Investing in new, tailor-made therapies to treat each person's cancer (Precision medicine)
- New diagnostics
- Novel (new) therapies
- Psychosocial aspects of cancer
- Innovative clinical trials and/or incorporation of real world data
- Prevention research including investigating risk factors and possible causes of blood cancers



Des Paddon accessed an innovative clinical trial.

Research that leads to better access to innovative clinical trials and novel therapies has real impact on people living with blood cancer such as Des Paddon, 70, a retired builder, of Warrnambool.

Seven years after being told he had CLL, Des was out of treatment options. His CLL had mutated, chemotherapy had become ineffective and, physically, he was “a wreck”.

His haematologist, having heard about a venetoclax (Venclexta®) trial, was looking at getting Des on to it.

“I had to qualify, of course, which meant going to Melbourne to be tested. And I needed to have good kidney and liver function because the process kills a lot of cells very quickly and your body has a big job flushing out those dead cells,” he explained.

Des was ecstatic to be accepted for the trial. He was one of the first Australians to participate in the U.S.-run international study for the new oral anti-cancer therapy that was actually developed in Australia.

While he wasn't well when he had his first dose of venetoclax, Des said his blood tests showed improvement within 48 hours. Like Des, people living with blood cancer, and the blood cancer community, have told us they want better access to innovative clinical trials and novel therapies.

“I wouldn't be here now if the trial hadn't come up,” Des said.

OUR RESEARCH INVESTMENT

The Leukaemia Foundation continued to build upon our research program with targeted support for innovative research into underserved blood cancer populations, and access to clinical trials for Australian patients.

The Leukaemia Foundation awarded a two-year grant-in-aid of \$250,000 (January 2018-December 2019) to Professor Andreas Strasser and Dr Gemma Kelly at the Walter and Eliza Hall Research Institute (WEHI).



Professor Andreas Strasser (right) and Dr Gemma Kelly (left) at the Walter and Eliza Hall Research Institute (WEHI).

This grant was enabled through the generosity and vision of an individual supporter. It is through gifts such as this that allow the Leukaemia Foundation to take significant steps forward in blood cancer research.

The Leukaemia Foundation is proud to have assisted more than 230 students and projects over the last 20 years.

In the last 20 years the Leukaemia Foundation has invested more than **\$47 million** dollars into our National Research Program, which continues to produce game-changing discoveries.

INCLUDING
17 HONOURS STUDENTS
49 PHD SCHOLARSHIPS
27 CLINICAL PHD SCHOLARSHIPS
23 POST-DOC FELLOWSHIPS
8 CLINICAL FELLOWSHIPS
127 GRANT IN AIDS

SUPPORT FOR ACCESS TO NEW DRUGS

We are committed to supporting initiatives that improve health outcomes for blood cancer patients including improved access to new drugs that may be more effective than those currently available. One of the ways to do this is through clinical trials, which is the pivotal step in a long process to prove the effectiveness and safety of potential new treatments discovered in the laboratory.

By participating in a clinical trial, patients can access potentially lifesaving treatments not currently available to them. If a clinical trial is successful, the drug can go on to become a new treatment option for patients in the wider community.

We have partnered with the nation's leading blood cancer clinical trial group – the Australasian Leukaemia & Lymphoma Group

(ALLG) – to establish the Trials Enabling Program, so that Australian patients can take part in internationally-led trials without leaving the country, and at no additional cost beyond their normal health care costs.

The clinical trials deliver new therapeutic drugs to patients years ahead of the expected availability on the Australian market. Participation in a clinical trial means patients are getting access to the latest groundbreaking research.

Through the Leukaemia Foundations' Trials Enabling Programme (TEP) with the Australia Leukaemia and Lymphoma Group (ALLG) the following trials were supported in 2017/18.

A programme of development for older patients with acute myeloid leukaemia and high risk myelodysplastic syndrome

Lead: Professor Andrew Wei
 3 Patients supported

Treatment optimisation trial in the first-line treatment of advanced stage Hodgkin lymphoma; comparison of 6 cycles of escalated BEACOPP with 6 cycles of BrECADD

Lead: Professor Mark Hertzberg
 4 Patients supported

This year we saw a number of submissions of new blood cancer drugs to the Federal Government's Pharmaceutical Benefits Advisory Committee (PBAC) and the Medical Services Advisory Committee (MSAC) for consideration. The Leukaemia Foundation contributed with letters of support for the following:

- Kymriah (CART-T) – Novartis for ALL in children and young adults under 25
- Midostaurin (Rydapt) – Novartis for AML with FLT3 gene mutation
- Obinutuzumab (Gazyva) - Roche for CLL.

JUNE'S COMMUNITY SPIRIT LIVES ON

It is with sadness the Leukaemia Foundation acknowledges the passing of June Redman.

A leading figure in the National Party in the 1970s and 1980s, June was widely recognised for her contributions to the Gold Coast community and beyond.

As a founding member of the Leukaemia Foundation's Gold Coast Branch in 1983, June has become a wonderful friend to the Leukaemia Foundation raising more than three million dollars for people living with blood cancer.

She was an exceptional fundraiser, securing support from prominent people and organisations in and around the Gold Coast. June was the driving force behind numerous successful fundraising activities including morning teas, race days, the ESA Princess Quest (later known as the Leukaemia Quest) and she even broke a Guinness World record.

The branch set out to break the record for the longest line of coins for length and amount of money raised. It was held at the Evandale Council Chambers' car park and was highly publicised on the radio. The response was tremendous.

“Many people gave paper money, which we had to rush to change at the local bank - it had opened specially for our event,”

The branch volunteers put the coins down and the line went round and round the car park.

The branch raised nearly \$4500 and broke the Australian record for the amount of money raised and the UK record for the length of coins.

June's support was critical in the establishment of the Clem Jones Sunland Village. The village has provided a home-away-from-home for thousands of families forced to relocate to Brisbane for life-saving medical treatment.

June derived her inspiration for this work from the people living with blood cancer and their families who demonstrated courage and strength when faced with a diagnosis.

In recognition of June's efforts, the Leukaemia Foundation was proud to award her a Life Membership in 2003.



June Redman will be remembered for her energy, commitment and leadership.

June's energy, commitment and leadership enabled the Leukaemia Foundation to expand and improve the quality of support available for people living with blood cancers. She was a valued member of our community and her contributions will be remembered.

Community supporters, volunteers and branches and members are the lifeblood of the Leukaemia Foundation, without them we would not exist. It is the leadership and hard work of people in the community like June who inspire and enable better outcomes for people living with blood cancer.

OUR SUPPORTERS ARE OUR EVERYTHING

EVERYONE HAS A STORY

There are many reasons why our supporters choose the Leukaemia Foundation, from experiencing a blood cancer diagnosis first-hand, to wanting to be a part of the community that cares to make a difference. Their support means the Leukaemia Foundation can be there for people living with blood cancer, whenever and however they need us.

We know that what drives people to give their time and support is different for every person and it is important to ensure that support has a positive impact on the lives of people living with blood cancer. With our strategy to offer options and different ways to give, supporters can choose how they give to us. Whether this is through financial donations, volunteering time, or physical challenge, we are creating new programs and new ways for supporters to make a difference. A range of these new programs and different ways of supporting are outlined in this annual report.

We are striving to improve the level of feedback to our supporters – so they know exactly where and how their donation is having an impact, and we're improving our service level to ensure our supporters fulfil their goals and reasons for helping people living with blood cancer.

Our new fundraising strategy enhances our sustainability, so we can respond to the changing needs of those living with blood cancer. Not only will we continue to provide support and services, we will be able to adapt to new needs that emerge through advances in medical treatments and changes in the health sector – all thanks to the generosity of our supporters.



Sharon Frazer holding her white lantern at the Sydney Light the Night.

OUR SIGNATURE EVENTS

20 YEARS OF WORLD'S GREATEST SHAVE

The 20th anniversary of our iconic signature event World's Greatest Shave gave us an opportunity to look back over 20 years of support and to acknowledge the 1.9 million people who have bravely sacrificed their hair to help those living with blood cancer since our first shave event back in 1998.

We reconnected with those very first shavers, including haematologist, Dr James Morton, who brought us the idea of World's Greatest Shave (which was first known as Shave for a Cure) after he shaved his head to raise funds in support of his patient, Eric Graydon.

"It was an honour to take part in the launch of the 20th year of the World's Greatest Shave," said Dr Morton.

"Hearing stories of support for the work of the Leukaemia Foundation, and how cancer care and survival has changed over the years continues to inspire my work on a daily basis."

Over 21,500 people signed up and \$16.67 million was raised this year, marking the 20th anniversary as a huge success and an important milestone in our history.

Christopher Schiavello was our highest fundraiser, raising \$55,097.



10 YEARS OF LIGHT THE NIGHT

Light the Night was held at 137 locations around Australia, and 30,000 people came together in darkness to walk beside those facing blood cancer and to remember loved ones lost. Participants at Light the Night raised over \$1.37 million in 2017.

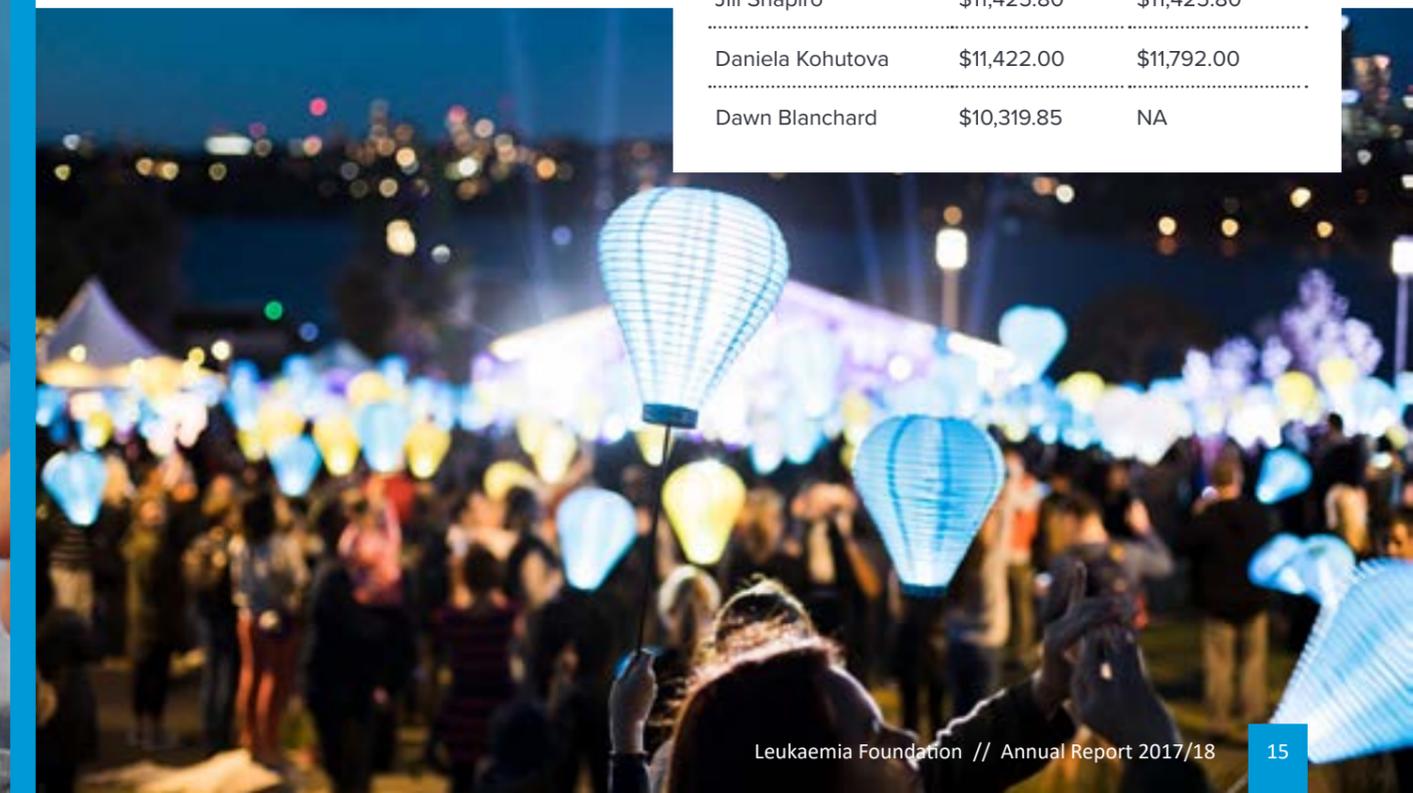
Danny Poljak was our highest fundraiser this year, raising \$18,008.40.

SHOOTING STAR COMMUNITY SUPPORTERS

| NAME | PERSONAL AMOUNT RAISED | TEAM AMOUNT RAISED |
|----------------|------------------------|--------------------|
| Danny Poljak | \$18,008.40 | \$39,726.15 |
| Mark D'Costa | \$15,630.00 | \$39,017.35 |
| Julie Hughan | \$12,675.85 | \$12,943.05 |
| Tash Littleton | \$10,216.30 | \$11,385.85 |

SHOOTING STAR FLAGSHIP SUPPORTERS

| NAME | PERSONAL AMOUNT RAISED | TEAM AMOUNT RAISED |
|------------------|------------------------|--------------------|
| Jill Shapiro | \$11,425.80 | \$11,425.80 |
| Daniela Kohutova | \$11,422.00 | \$11,792.00 |
| Dawn Blanchard | \$10,319.85 | NA |





U.G.L.Y. BARTENDER OF THE YEAR

In its ninth year, U.G.L.Y. Bartender of the Year brought us 1400 of the most understanding, generous, likeable, hospitality workers from across the length and breadth of the country.

Collectively, \$1.8 million was raised to fund accommodation for families facing blood cancer.

Paolo Gabrielloni from the Gold Coast Edgewater Dining was our highest fundraiser, raising an incredible amount of \$37,361.

Paolo and the Edgewater team brought the magic and a touch of crazy with their 'U.G.L.Y. Carnival' complete with side-show, circus costumes and performers. The kooky Carnival proved the winning formula for Paolo and the team at Edgewater who were determined to smash their 2016 fundraising efforts.

"It makes me happy to know I'm helping people in need."

"I know how much the Leukaemia Foundation helps people and we just want to support them" said Paolo.

Paolo Gabrielloni, our highest fundraiser in 2017.

SIGNATURE EVENT SPONSORS AND SUPPORTERS

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

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

We would like to thank the following partners:

- ALH
- Ahrens Group
- Bechtel
- Bridgestone Australia Ltd
- Celgene
- Compass Group
- Holden
- Hoshizaki Lancer
- Janssen
- KOJO Group
- Philips Lighting
- SA Power Networks
- Toll IPEC

AUSSIE MUSCLE CAR RUN

Aussie Muscle Car Run kept its reputation as arguably the best muscle car event in Australia. This saw 71 cars from the golden era of Bathurst (built between 1963 and 1977) taken on an epic road trip, covering 1901 km from Eastern Creek (NSW) to Adelaide (SA), and spanning four states, raising \$676,000 along the way.

Car 71C When You're Hot You're Hot raised the most for the Leukaemia Foundation collecting \$29,223. Well done and thanks to the team and Team Captain, Snow Merrett.



Leukaemia Foundation supporters Anne and Peter had never met before. Anne has supported the Leukaemia Foundation for over a decade after her husband was diagnosed with amyloidosis and later, lymphoma. He lost his battle suddenly after developing a severe infection in 2007, following treatment.

Peter, also a committed Leukaemia Foundation supporter, had been touched by amyloidosis after his wife developed the condition following a difficult and brave battle with myeloma.

At the time, Anne recalled that no one seemed to know much about amyloidosis and a diagnosis was not nearly as precise as it is today. Peter remembers vividly the impact the disease and the treatments had on his wife. Following their spouses' illnesses, Peter and Anne both wished to support amyloidosis research to help others affected by the disease. The pair agreed to join forces to offer a two-year grant into amyloidosis research. In September 2017, despite living in different states, Anne and Peter met in person to share their experiences and hopes for a brighter future for people diagnosed with amyloidosis.

"This significant gift will shine a light on a disease that is, in relative terms, poorly understood and often misdiagnosed," said amyloidosis clinician and researcher, Dr Simon Gibbs.

JOINING FORCES TO BEAT AMYLOIDOSIS

"This grant will provide the resources for an experienced researcher to explore and focus on this disease for two years."

Amyloidosis is the general term given to a relatively rare but serious group of disorders that produce an abnormal misfolded protein known as amyloid. As the disease progresses, amyloid accumulates in vital organs and tissues of the body, disrupting normal function.

"Without treatment, this disease may eventually lead to organ damage and failure. At this time, we don't know what triggers the initial formation of the amyloid protein and why this happens in such a small proportion of the population," explained Dr Gibbs.

The grant, which will be advertised later this year through Cancer Australia, is valued at \$100,000 per annum for a maximum of two years.



OUR VOICE

Being diagnosed with blood cancer is a challenging time for people and reaching out for help can be daunting when you're already in a vulnerable position.

As part of our newly defined strategy, this year saw the establishment of the new Supporter Care team who have a dedicated focus on enhancing the experience of our supporters.

Stephanie Chan, our Supporter Care Manager, remembers a call on one of her first days at the Leukaemia Foundation.

"Mary's husband Peter was recently diagnosed with blood cancer. She didn't know who to talk to about her husband's disease or where to turn to so she decided to call the Leukaemia Foundation," recalled Stephanie.

"When I answered this call, Mary exhaled a deep breath and was extremely grateful that I had answered. Mary was relieved to know there was support just a phone call away.

"Mary was put in contact with a Blood Cancer Support Coordinator in Sydney. This one phone call led to assistance with accommodation and emotional support."

The Supporter Care team has a broad and varied role, helping to support all areas of the organisation. During our signature events, this nurturing team ensure our supporters fulfil their goals for helping the Leukaemia Foundation.

Over the coming year, this team will become centralised and all calls to the Leukaemia Foundation blood cancer support lines, along with our supporters, will be handled by this team. Being the first voice many people hear when they contact the Leukaemia Foundation and ensuring a consistent experience for all is paramount. Our team takes pride in helping our stakeholders, delivering a superior experience and helping resolve enquiries the first time, every time.

Stephanie Chan, our Supporter Care Manager.



FROM LITTLE THINGS BIG THINGS GROW

The Dry July Foundation has been a supporter of the Leukaemia Foundation for the last two years, granting over \$75,000 to date. These grants have contributed towards equipment in our Western Australian accommodation and a new patient transport vehicle in Queensland that has been used by Jacob Livara and his family.

The fleet of patient transport vehicles for the Leukaemia Foundation, driven by trained volunteers, help thousands of patients get to and from medical appointments, covering more than one million kilometres each year.

For four-year old Jacob and his family from Blackwater in Central Queensland, having these services available meant the family could worry less about practical concerns and focus on helping their son, Jacob, through his leukaemia treatment.

Earlene, Jacob's mum, explained the seriousness of Jacob's cancer meant he has faced cycle after cycle of chemotherapy, and a bone marrow transplant (his big brother was his donor), leaving his immune system severely compromised.

"Having three kids under five and my sister-in-law not driving, we did need to use the transport service quite regularly," said Earlene, his mother.

"My sister-in-law and I alternated hospital visits to see Jacob while he was recovering from the transplant and we found the vans extremely helpful for us as well as the volunteer drivers."

"Not only does it lessen our worries but also saves us a lot of money on expensive parking tickets. We are very thankful these Leukaemia Foundation services exist."

From a strong relationship between the Leukaemia Foundation and the Dry July Foundation, the Dry July Foundation chose the Leukaemia Foundation to be one of their major campaign beneficiaries for the 2018 Dry July campaign.

Dry July is a fundraiser that challenges participants to go alcohol-free for a month and raise funds for people affected by cancer. The Dry July Foundation uses these funds to grant projects from cancer organisations across Australia.

In 2018, the Leukaemia Foundation will be one of Dry July's five main beneficiary charities with focus on grant funding going directly towards our accommodation program nationally; supporting facility improvements and maintenance, helping us to continue to provide a home-away-from-home for families living with blood cancer across the country.

THANK YOU, DRY JULY!

DRY JULY
FOUNDATION

Jacob Livara during his treatment.

OUR PARTNERSHIPS

TRUSTS AND FOUNDATIONS

Blood cancer puts an incredible emotional and financial strain on families in our communities. With contributions from Trusts and Foundations the Leukaemia Foundation is able to provide support and services to the 60,000 Australians living with blood cancer. **Thank you!**

Bill Long Charitable Trust, *managed by Equity Trustees*
 ClubGRANTS NSW
 Dry July Foundation
 Government of South Australia: Department for Human Services
 John James Foundation
 Lotterywest
 Tour de Cure
 Illawarra Community Foundation Ltd

CORPORATE 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:

Bridgestone Australia Ltd
 Famous Pacific Shipping
 Holden

Amgen
 B Braun
 Brydens Lawyers
 CBH Group
 Celgene Pty
 Compass Group
 Followmont Transport
 For Benefits Medicine
 Janssen Cilag
 J.J. Richards & Sons Pty Ltd

GIVING US DRIVE FOR MORE THAN 30 YEARS

Bob Willatt has been driving for the Leukaemia Foundation for seven years, transporting people living with blood cancer to and from treatment in the Bridgestone Family Channel-funded Holden Commodores.

“Recently I was driving across Sydney Harbour Bridge and the traffic came to a halt,” remembers Bob.

“Right beside me was a school bus and every kid rushed to one side of the bus and took their phone out. They thought it was a racing car!”

“A lot of the people don’t realise Bridgestone is a sponsor, they think the car is just advertising.”

“They are impressed when I say to them, no Bridgestone sponsors all this, that is why they have their logos on the cars and they are one of our biggest sponsors.”

A long-term supporter for more than 30 years, Bridgestone Australia does so much more than support our transport program.

Bridgestone employees across Australia, including their dealer network, came together and participated in a company-wide World’s Greatest Shave campaign again this year.



The fundraising efforts of the team were matched by Bridgestone, bringing the total to \$30,000 in Australia and \$20,000 in New Zealand.

The Bridgestone team has proven themselves excellent ambassadors for the Leukaemia Foundation. Employees generously give their time, volunteering at events and contributing to a workplace giving program, as well as in-house year-round fundraising.

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.

The Bridgestone Corporation launched a new Global CSR Framework in 2017. “Our Way to Serve” with three priority areas for CSR activities: Mobility, People & Environment, as well as a greater consideration of employee involvement linking their heritage and mission. Bridgestone’s partnership with the Leukaemia Foundation is the perfect alignment of Bridgestone’s support of people and the community.

“I’d like to say a mighty big thanks to Bridgestone,” expressed Bob.

“When you transport a person for three or four years, they are not a patient, they are a true friend. One fella I pick up every Tuesday, calls me Bridgestone Bob!”

In October 2017, little Maddison Geuenich, aged three, seemed to have a normal infant flu and growing pains. Mum, Meagan only grew concerned when the symptoms didn't seem to be going away.

It was a normal night in the family home in Victor Harbor, SA when Maddison developed a swollen stomach and was rushed to the local hospital at 9pm.

By midnight, Maddison was at the Flinders Medical Centre in Adelaide. The family was soon told little Maddison had cancer.

"We knew then that she had cancer – but we didn't know what type. The doctor actually came over crying. It was the first time he had delivered news like that."

It soon became clear that Maddison had Acute Lymphoblastic Leukaemia (ALL) and would have to undergo several months of chemotherapy in Adelaide.

The family relocated from Victor Harbor to the Bridgestone Australia Leukaemia Foundation Village at Lightsview.

"The doctor said she should one day be cured," said her father Ray. "But, the timeline always changes."

The family, which includes five siblings, Savanagh, 11, Tahlia, 12, Jaiden, 13, Riley, 10, and Tyrell six, would have been lost without the free accommodation offered at the village.

OUR APPEALS

Maddison was the face of our 2018 Tax Appeal. Her story reminds us of the importance of keeping families together through the difficult times of treatment and the on-the-ground support available to families from blood cancer support coordinators throughout their journey – thanks to the generosity of our supporters.

Away from the support network of family and friends back home, the sense of community and camaraderie of life in a Leukaemia Foundation village can be invaluable to families. Maddison shares a special bond with her four-year old village neighbour Lucy.

Maddison's story resonated with so many of our generous supporters, inspiring thousands of people to make a gift at tax time. Maddison's Tax Appeal raised more than \$400,000 and was our most successful appeal of the year.

As part of our newly defined strategy, we have implemented four individual appeals throughout the year, to provide our supporters with a way of directly helping people living with blood cancer on an ongoing basis.



Maddison at our Bridgestone Australia Leukaemia Foundation Village.

OUR COMMUNITY OF SUPPORTERS

For some of our community supporters, there is fun to be found in coming together in support of a great cause, and for others a personal connection compels them to embark upon seemingly impossible feats, or to create beautiful moments of celebration and remembrance in honour of loved ones who have faced a blood cancer.



Brittany Lovell, with her team of directors, (pictured), host Cancer No Bueno, supporting people living with blood cancer.

This year, our community supporters raised over \$2.1 million by hosting their own events for the Leukaemia Foundation.

Three of our community supporters were finalists in their respective states for the Fundraising Institute of Australia Volunteer of the Year Awards, and were recognised for their incredible contributions to the community.

Brittany Lovell, who was awarded 2018 FIA Volunteer of the Year, was in her early 20s when two of her closest friends began their fight with leukaemia. Brittany created the sell-out event Cancer No Bueno, now in its fifth year, and has raised more than \$200,000 for the Leukaemia Foundation.

"By the age of 24, two of my closest friends had spoken the words nobody wants to hear – 'I have cancer,'" Brittany said.

"After watching our friends battle through chemotherapy and the cruel side-effects that come with it, we formed this event to raise funds and awareness for the Leukaemia Foundation, to support the amazing work they do."

Every day people who decide to do something to help is at the very heart of the Leukaemia Foundation. It is this spirit that continues today in all those who join us in community fundraising.

Pam Ganly's family has a long-standing history with the Leukaemia Foundation – her parents supported the organisation from its establishment in 1975.

“Even though their lives had not been directly affected by leukaemia, they understood blood cancers caused devastation for many families and knew money was desperately needed for research and support,” said Pam.

As an only child, Pam feels a strong sense of continuing her parents' legacy and fulfilling their wishes by supporting the Leukaemia Foundation with a gift in her Will.

For Pam, a gift in Will is more than just connecting her past with the future: “Leaving a gift in your Will gives you the opportunity to support something you are passionate about – like helping to beat blood cancers.”

Gifts in Wills are essential in ensuring the Leukaemia Foundation's longevity and helping to pave the way to a blood cancer-free future.

This year, kind donations from supporters' gifts in Wills raised more than \$2,870,000 to support people living with blood cancer. A further 25 wonderful supporters confirmed that they have honoured the Leukaemia Foundation with a gift in their Will, helping to lay the foundation of success well into the future.

No matter the size, every gift makes a vital difference in the fight to beat blood cancer.

A GIFT OF A LIFETIME

Pam's gift allows us to continue our vital service and research.

WALKING THE WALK

Our people and culture team has refocused our projects and business improvement initiatives: to enhance capability and talent, integrate remuneration and benefits, and build team performance and culture.

Andrew Smith, our Blood Cancer Support Team Leader from Victoria, has seen a significant improvement in these areas after he returned to the Leukaemia Foundation in April 2018.

“It is a stark contrast to what the Leukaemia Foundation previously had in terms of support, resources and tools, and accessibility to a knowledgeable team which is ready to help,” said Andrew.

“Having accessibility to employee experience specialists, who really go out of their way to assist you with any support you need, has been vital for me in transitioning back into this team leader role within the People Living with Blood Cancer segment.”

With significant internal and external recruitment, our people and culture team identified a need to focus on connecting organisational strategy, goals, and our meaningful purpose, as well as improving role clarity and expectations. To address this need, Perform@LF was launched.

Perform@LF delivers internal course content designed specifically for improving our leadership strengths and internal communications.

Significant effort within our people and culture team has realised the creation of a team effectiveness development program which has been run throughout the Leukaemia Foundation, and facilitated by the members of the people and culture team. In the first half of 2018, 500 hours of development training was delivered for Our People nationally.

“Perform@LF has been a great resource for me in my team leader role in a busy period of change and transition across the whole organisation,” said Andrew.

“Managing team members remotely, and who have had more time with the Leukaemia Foundation than me, Perform@LF gave me the confidence to succeed in this role.”



Our North Melbourne team members with CEO, Bill Petch.



IMPROVING OUR FACILITIES

Following the unification and restructure over the last two years, the focus of our facilities team has been around asset optimisation and safety.

Our first Senior Workplace Health and Safety Officer was appointed in January 2018.

“We provide national frameworks and resources to assist the segments of the business in managing their responsibilities in these two areas, and ensure standardisation across the Leukaemia Foundation,” he said.

“It’s been a busy year implementing standardised safety audits for all our facilities nationally.

“This ensures safety requirements are met at our accommodation centres and offices, to ensure residents in our centres, Our People and visitors are protected from harm.

“To support this audit, we have commenced an overhaul of our Risk Management Framework, to ensure we appropriately manage the risk associated with activities conducted by the Leukaemia Foundation.”

The team also reduced annual operating costs by \$321,000 which means extra funds can be directed to our mission and ensures donors funds are used efficiently. This is an ongoing process.

The facilities team also commenced an asset optimisation project, which will enable the Leukaemia Foundation to better manage, track and maintain our assets.

IMPROVING HOW WE WORK

As a unified organisation, we commenced a detailed review of our telephony and IT infrastructure in late 2017 to ensure our ICT was consistent and meeting the needs of our people.

This review identified opportunities for improvement and inconsistencies in experience for our people. As a result of this review, in the 2018/19 financial year the Leukaemia Foundation will be transitioning productivity and collaboration services to Office 365, with the aim of going “cloud first” where possible. The first service to be migrated in a phased approach will be our email service, followed by Office 365 rollout, Windows 10 upgrade, and nationwide telephony upgrade.

Imogene Grant, Head of Community Supporters has a large team across the country.

“I am looking forward to unlocking the potential of the team through better collaboration and information sharing.”

“For example, having all team members

plugged into the same project management tool will enable us to improve teamwork and find efficiencies in our approach to large scale Signature Events as we work towards a common goal.”

Apart from the efficiencies in working practices, financial and resource gains have already been realised, including financial savings of \$30,000 annually, by removing separate iPad data and instead using existing mobile phone data, and a reduction in IT helpdesk resources required

We anticipate further efficiency gains and significant cost savings as various elements of the project are completed.

Daryl Brown, Community Supporters Manager - Northern Region working remotely.



YOUR IMPACT

EDUCATION AND SUPPORT

9553 PEOPLE LIVING WITH BLOOD CANCER WERE SUPPORTED ACROSS AUSTRALIA BY **43** BLOOD CANCER SUPPORT STAFF

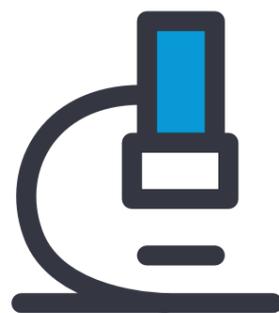


OVER **250** EDUCATION AND SUPPORT GROUPS HELD TO SUPPORT PEOPLE LIVING WITH BLOOD CANCER AND THEIR CARERS



TRANSPORT

32,940 TRIPS BY VOLUNTEER DRIVERS TO GET **1938** INDIVIDUALS TO AND FROM TREATMENT



RESEARCH

3 STRATEGIC ECOSYSTEM RESEARCH PARTNERSHIPS (SERP)
1 GRANT IN AIDS TO SUPPORT BETTER RESEARCH OUTCOMES FOR PEOPLE LIVING WITH BLOOD CANCER

SUPPORTED **3** NEW DRUG LISTINGS ON THE GOVERNMENT'S PBS LISTING

ACCOMMODATION

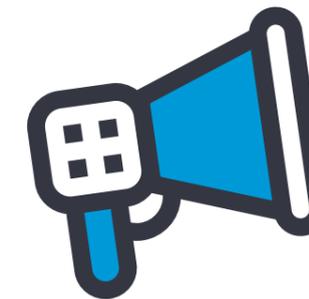
56,651 NIGHTS OF FREE HOME-AWAY-FROM-HOME ACCOMMODATION



WEBSITES

Site
LEUKAEMIA.ORG.AU
WORLD'S GREATEST SHAVE
LIGHT THE NIGHT
UGLY

Total Visitors
1.134 million
2.297 million
25,7259
40,126



MEDIA

5693 LEUKAEMIA FOUNDATION BRANDED MEDIA MENTIONS WORTH **\$10,542,771** IN ADVERTISING SPACE



SOCIAL MEDIA

138,985 TOTAL LIKES*

*Leukaemia Foundation, Light the Night, WGS, U.G.L.Y. Bartender of the Year, Aussie Muscle Care Run and Blood Cancer Groups

13,074 TOTAL FOLLOWERS ON SOCIAL MEDIA CHANNELS

The Freemasons Village unit in Townsville, Queensland



A NEW STRATEGY FOR A NEW ERA

The Leukaemia Foundation has forged a new strategy to be the trusted authority on blood cancer and to respond to the changing environment in which we operate. We have reconnected with our initial purpose and transformed our strategy to face new challenges. Our renewed focus is to deliver support and services, and address the unmet needs and expectations of people living with blood cancer.

This year has been a year of transformation and growth for the Leukaemia Foundation. As a mature and strong organisation, we have embraced this opportunity. We have now identified a pathway for how we lead and connect with more people in Australia's blood cancer community and we have acknowledged and reviewed our shortcomings in how we deliver impact to our stakeholders.

This year has been about reframing and sustaining what we do, who we are, and how we do our important and much-needed work. Through this process, we have reviewed our service offerings, realigned our people, and established new ways of working to show the greatest impact.

In 2019, we will be sharing with you our overarching strategic goal and revealing our short-and long-term plans. This is a new and exciting chapter of our story. We hope you will continue to join us on this journey.

IN ORDER TO ACHIEVE OUR AMBITIOUS GOAL WE WILL:



BE THE TRUSTED SOURCE OF INFORMATION AND CREDIBLE VOICE FOR PEOPLE LIVING WITH BLOOD CANCER



MAKE A DIFFERENCE TO THE LIVES OF PEOPLE LIVING WITH BLOOD CANCER



GROW OUR POOL OF RESOURCES



ENGAGE OUR PEOPLE AS ADVOCATES



STRIVE TO IMPROVE AND USE OUR RESOURCES TO ACHIEVE OUR GOAL

The efforts of Our People over the last year have positioned us to be well placed to achieve our strategic pillars, now and into the future.



OUR BOARD



Chair
Beverley Mirolo OAM



Director
Arthur Alexander



Director
Lucio Di Giallonardo



Director
Tony Formica



Director
Associate Professor
Maryanne Hargraves



Director
Darren Laarhoven



Director
Christopher Murray



Director
Tim Ridgway



Director
Robert Yeo



Director
Philip Bradley

OUR EXECUTIVE LEADERSHIP TEAM

Good corporate governance is central to the Leukaemia Foundations approach to being stakeholder-centred. Our Board and management are committed to policies and practices that meet high levels of disclosure and compliance.



CEO
Bill Petch



**General Manager,
Corporate Services**
Keiran Mylrea



**General Manager,
People Living with
Blood Cancer**
Emma Craig



**General Manager,
Supporters**
Alex Struthers



**General Manager,
Brand & Marketing**
Susie Howard



**General Manager,
People and Culture**
Vanessa Jolly



**General Manager,
Blood Cancer
Partnerships**
Tim Murphy

OUR COST OF FUNDRAISING: WHAT IT TAKES

The Leukaemia Foundation invested more than \$13 million in providing practical help and emotional support to people with blood cancer and their families, and more than \$2 million in funding for vital research to drive rapid advancements in treatments and cures.

We encourage donors to make an informed choice based on their connection to the cause, the charity's track record of impact, strong governance and transparent reporting.

The Leukaemia Foundation could not effectively provide support for people with blood cancer without incurring business costs. We encourage all potential donors to review our financial statements in this report, and for previous years on our website at leukaemia.org.au

Considering fundraising overheads alone is not an effective comparison between charities, as there are no uniform accounting standards for Australian charities – there is no one-size-fits-all system.

Support of the community and fundraising for the Leukaemia Foundation is a crucial component of our work, given that we deliver much-needed services for people living with blood cancer across the country, without any ongoing government support.

As a member of the Fundraising Institute of Australia and an accredited charity with the Australian Charities and Not-for-profits Commission, the Leukaemia Foundation is committed to upholding the highest ethical and professional fundraising standards.



STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2018

| | 2018 \$ | 2017 \$ |
|--|-------------------|------------|
| CURRENT ASSETS | | |
| Cash and cash equivalents | 18,056,039 | 15,298,340 |
| Trade and other receivables | 816,418 | 1,859,183 |
| Other assets | 426,629 | 672,349 |
| TOTAL CURRENT ASSETS | 19,299,086 | 17,829,872 |
| NON-CURRENT ASSETS | | |
| Property, plant and equipment | 63,982,489 | 62,808,134 |
| Intangibles | 33,468 | 76,063 |
| Capital work in progress | 103,140 | 1,874,664 |
| Available-for-sale financial investments | 1,406,356 | 240,662 |
| TOTAL NON-CURRENT ASSETS | 65,525,453 | 64,999,523 |
| TOTAL ASSETS | 84,824,539 | 82,829,395 |
| CURRENT LIABILITIES | | |
| Trade and other payables | 1,682,490 | 2,149,372 |
| Unearned revenue | - | 100,000 |
| Provisions | 1,419,807 | 1,401,755 |
| TOTAL CURRENT LIABILITIES | 3,102,297 | 3,651,127 |
| NON-CURRENT LIABILITIES | | |
| Provisions | 380,901 | 448,380 |
| TOTAL NON-CURRENT LIABILITIES | 380,901 | 448,380 |
| TOTAL LIABILITIES | 3,483,198 | 4,099,507 |
| NET ASSETS | 81,341,341 | 78,729,888 |
| EQUITY | | |
| Retained surplus | 53,530,065 | 50,901,445 |
| Reserves | 27,811,276 | 27,828,443 |
| TOTAL EQUITY | 81,341,341 | 78,729,888 |

PROFIT AND LOSS AS AT 30 JUNE 2018

| | 2018 \$ | 2017 \$ |
|--|-------------------|--------------|
| Revenue | 35,344,134 | 38,235,264 |
| Fundraising & operations support expenses (excluding research grants and patient support) | (17,431,023) | (18,381,172) |
| | 17,913,111 | 19,854,092 |
| Fulfilment of mission expenses | (15,284,491) | (15,507,952) |
| Net surplus for the year | 2,628,620 | 4,346,140 |
| <i>Other comprehensive income - items that may subsequently be reclassified to profit and loss</i> | | |
| Net changes in fair value of available-for-sale financial assets | 17,187 | 37,573 |
| TOTAL COMPREHENSIVE SURPLUS FOR THE YEAR | 2,611,453 | 4,383,713 |

BECOME PART OF OUR STORY

GIVE

Your donations mean we can continue to offer free support services to Australians affected by blood cancer, (like financial and practical assistance, education, counselling and accommodation), and drive some of Australia's most important—and life-saving—cancer research.

LEAVE 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.

FUNDRAISE

You can get involved in our many fundraising events—big and small—such as the World's Greatest Shave and Light the Night.

VOLUNTEER

Our wonderful volunteers are a crucial part of our success—getting people to their life-saving treatment, maintaining our accommodation centres or providing administration support.

PARTNER 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.

GIVE BLOOD, MARROW AND TISSUE

Stem cell transplants and blood donations save the lives of many people facing many blood cancer. Visit donateblood.com.au to help.

Dr Andrea Newbold, The University of Melbourne, Peter MacCallum Centre, Vic: Studying the cellular changes that drive the initiation and progression of myeloid leukaemia



Leukaemia
Foundation

VISION TO CURE[®]
MISSION TO CARE

leukaemia.org.au 1800 620 420

GPO BOX 9954, IN YOUR CAPITAL CITY

ABN 57 057 493 017