



**THE KIDS'
CANCER
PROJECT**

ANNUAL REPORT
2020

THE KIDS' CANCER PROJECT
FOUNDER COL REYNOLDS OAM
WITH SUPER SCRUNCHIE SELLERS
MADDI, RACHEL AND EMILY



A message from our founder

I am continually humbled by the children and their families who are forever in my heart and remain my driving force.

To name only a few who shared their stories this year; five-year-old Flynn who, after chemotherapy changed his taste, was able to get back into healthily eating habits with help from Reboot Kids. Then there was Ellie, one of 250 Australian children to have been successfully treated on the Zero Childhood Cancer Program. And I'll never forget 10-year-old Macy who took us on a tour through the corridors of Royal Hobart Hospital where she is being treated in the new Clinical Trials Unit that we funded.

Before COVID-19 hit our shores, I was able to get out and meet so many wonderful people in the community. And because my heart bursts with pride when I hear about kids helping kids, a particular highlight was going to a school in Townsville to meet Maddi, Rachel and Emily who raised \$1,250 for research by making and selling hair scrunchies.

Another highlight of the year was visiting Australian Parliament House in September where we "planted" 950 paper doll silhouettes to honour the number of children diagnosed with cancer every year in this country. Karl and Olivia Fretwell stood in the middle of that sea of gold with me and spoke eloquently to the media and politicians alike about their daughter Brooke who passed away at 15 years

of age. They even caught the attention of The Honourable Greg Hunt, Minister for Health.

Before I sign off for another year, I want to thank Her Excellency the Honourable Margaret Beazley AO QC, Governor of New South Wales for her Vice Regal Patronage of our charity and for hosting the launch of the 2019 Childhood Cancer Awareness Month with Mr Dennis Wilson in their home, Government House in Sydney.

And my thanks also go to His Excellency General the Honourable David Hurley AC DSC (Retd) Governor-General of the Commonwealth of Australia and Her Excellency Mrs Hurley for their patronage. They are as passionate as we are in finding better treatments and nothing less than a cure for childhood cancer.

Finally, to every member of staff along with our generous volunteers, donors, corporate partners and supporters, thank you for choosing to help kids with cancer in the most meaningful way of all.

Colin Reynolds.

Col Reynolds OAM
FOUNDER AND DIRECTOR



In Australia, more children die from cancer **than any other disease.**



Every day **3 families** hear the words "Your child has cancer".

That's around **950 children** a year.



20% of them will not survive.



That's **3 kids** dying in our country **every single week.**



Of those that do survive **99%** of them will suffer chronic health problems as a result of their illness and subsequent treatments.



We believe the only way to improve outcomes for kids with cancer is through advances in medical research.

We support science.



For the kids with cancer. For the adults they deserve to become. For their parents, grandparents, siblings and cousins, aunts and uncles, best friends, school mates and team mates, for their communities.

We do it for all of us.





A message from our CEO



Firstly, I want to start by thanking all our donors, supporters, corporate partners and community fundraisers – because of your support, despite bush fires and a pandemic, The Kids' Cancer Project finished the financial year in a solid financial position to continue to fund bold scientific research.

In fact, The Kids' Cancer Project was able to achieve some remarkable results over the last 12 months.

This financial year we celebrated a significant milestone – the commitment of more than \$50 million to childhood cancer research since 2005. We continue to celebrate that one person can make a difference just like our founder, Col Reynolds OAM, when he stopped his bus 26 years ago.

We also celebrated the growth of our research funding capacity from 22 studies funded in FY2019 to 27 in FY2020.

Throughout the financial year, we contributed more than \$2.6 million into scientific discovery that included seven clinical trials and nine new projects.

In addition, as part of our ongoing \$2.65 million commitment to the Australian Brain Cancer Mission this year, The Kids' Cancer Project funded six targeted studies into brain cancer research.

We take great pride in being able to seed-fund innovative science because we know that it's going to take a bold idea to end kids' cancer. This year alone our grants directly stimulated a further \$8.5 million from other funding bodies into childhood cancer research to bring us closer to a cure.

There's a team of hard-working people behind the scenes that make these results possible, so I want to thank our tireless volunteers and dedicated staff for digging deep during unprecedented circumstances. I also recognise our Research Advisory Committee and Board of Directors all of whom generously give their time to ensure we accomplish our mission.

I particularly want to express my gratitude to Adrian Fisk who retired as Chair of the Board at the end of the financial year and extend a warm congratulations to Doug Cunningham who was unanimously selected for the position.

Once again, thank you all for your support. It's made us even more determined to continue to keep up the momentum so we can get closer to our vision of 100% survival of children with cancer while eradicating the harmful impact treatments can bring.

Owen Finegan
CHIEF EXECUTIVE OFFICER

Our Board

OUR BOARD OF DIRECTORS IS RESPONSIBLE FOR THE KIDS' CANCER PROJECT OVERALL PERFORMANCE AND COMPLIANCE, PROVIDING STRATEGIC DIRECTION, EFFECTIVE GOVERNANCE AND LEADERSHIP.



ADRIAN FISK ACA, MEC (Chair - Resigned as Chair 16 June 2020)

Having retired from KPMG as a Senior Partner, Adrian is now Chief Financial Officer and Global Head of Partnerships at Willow. He has extensive experience in the professional and financial services industries working with some of the largest companies on the ASX. Adrian is a member of the Institute of Chartered Accountants. He became involved with The Kids' Cancer Project after his son Aidan was diagnosed with a brain tumour at age five. Aidan is now in high school.



DOUG CUNNINGHAM BCOM, MBA (Chair – Appointed as Chair 16 June 2020)

Doug is Managing Director at Kimberley-Clark ANZ where he joined early 2019. Prior to this he enjoyed almost three decades at Johnson & Johnson in various roles across Asia Pacific, North America and Africa. He has extensive experience managing sophisticated global retailers and building capability with large multi-cultural organisations. After losing his five-and-a-half-year-old son Murray to brain cancer, Doug became determined to donate his time and business experience to finding cures for the disease through scientific based research.



NIGEL EVERARD FCPA, BCOM, GRAD CERT (MGMT), MBA (Deputy Chair)

Nigel is Managing Director Oceania at one of the largest inflight global catering companies. Prior to this he was the Director of Operations Oceania. He has been CFO of a leading Australian quick service restaurant business. Throughout his 20-year career, he has held senior positions in operations, general management, finance, strategy and business improvement. Nigel has been deployed in Asia and Europe working in various industries including automotive, aviation, quick service restaurants and the not-for-profit sector.



RICHARD CALDOW BCOM (Finance and Accounting)

Richard has worked as a stockbroker, corporate finance and funds management advisor since 1992. Prior to this he worked in chartered accounting with roles at Ernst & Young and Arthur Andersen. Richard's son Archie was diagnosed with high-risk neuroblastoma at just three years of age. Archie is now living with cancer and attending primary school.



COL REYNOLDS OAM, Founder

Col's contribution to the lives of children with cancer was officially recognised with an Order of Australia in 2000. Before founding the charity, Col was a tourist coach driver. He dedicated 30 years of his life to his profession, during which time he looked after many high-profile clients including US Secret Service agents and members of the Papal visit of Pope John Paul II.



SIMMONE REYNOLDS BCOM (MKTG AND MGMT), MASTERS (MILITARY AND DEFENCE STUDIES)

Simmone is a founding member of The Kids' Cancer Project Board and is an officer in the Australian Army. Simmone is passionate about people and is pursuing further postgraduate study in human resource management. Earlier in her career, Simmone spent nine years working in the fast-moving consumer goods sector holding positions in marketing, national account management and category development for blue chip multinationals Unilever Australasia and Nestlé.



SUE ANDERSON BBUS, EBMA

Sue is Founder and Director of two Management Consulting Firms, Retail Capabilities and Co Squared. Her specialty lies in applied innovation to support government, property and broad business sectors as they evolve and transform. Sue discovered the importance of research into childhood cancer when her daughter Audrey was diagnosed with an inoperable brain tumour at age five. Audrey is now finding her way in high school and life with a positive outlook.



CATHRYN PROWSE LLB (HONS), BEC

Cathryn is a law partner at Colin Biggers & Paisley practising both insurance and employment law. She is in the 2018, 2019 and 2020 editions of The Best Lawyers in Australia in the field of insurance law for her work acting on behalf of professionals and entities facing negligence claims. In the employment space, she acts for employers in unfair dismissal, general protection, discrimination, underpayment OH&S and other workplace-related claims.



DEBRA SINGH

Debra was the Group CEO Household Goods for Greenlit Brands overseeing Fantastic Furniture, Plush, OMF and Freedom, and was also an Executive Director on the Board until March 2020 when she transitioned into semi-retirement. She has more than 30 years' experience in General Management, Retail Operations, Organisational Design, Human Resources and Change Management. Debra is also a member of the Chief Executive Women's (CEW) organisation as well as holding the position of Non-Executive Director on the Board of the Shaver Shop (ASX: SSG).

27 projects funded
45 scientists supported

Total research funded
 MORE THAN
\$2.6
 million

Making brain cancer our mission

22 per cent of studies funded in the past financial year target childhood brain cancer. In addition, we have pledged a further \$2.6 to the Australian Brain Cancer Mission 2019 - 2023.



20 BENCH PROJECTS

Laboratory research is the starting point to better understand childhood cancer. We support the type of pioneering thinking that will translate into new therapies to thwart this deadly disease.

7 CLINIC PROJECTS

We are dedicated to ensuring discoveries at the lab bench are progressed into actual treatments as quickly as possible so that every child diagnosed has the best chance of living and living well.

Funding our research priorities

- 63%** Improving survival and treatments
- 15%** Access to care and clinical trials
- 15%** Late effects and quality of life
- 7%** Adolescents and Young Adults

Our projects investigated

- 9 projects** Multiple/All cancers
- 7 projects** Blood cancer
- 6 projects** Brain cancer
- 3 projects** Solid tumours
- 1 project** Bone cancer
- 1 project** Germ cell cancer

WHERE THE MONEY WENT

FY20



18 leading institutes funded

FUNDING IN EVERY AUSTRALIAN STATE



"We're in a very exciting time where the expectation is a cure for childhood leukaemia."

- Dr Diane Hanna

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OVERCOMING THERAPEUTIC RESISTANCE IN HIGH RISK ACUTE LYMPHOBLASTIC LEUKAEMIA USING NOVEL BH3 MIMETIC COMBINATIONS

Recipient: Dr Diane Hanna

Institute: The Walter and Eliza Hall Institute

Ultimately, the aim of this study is to identify treatment combinations that can progress to clinical trials to improve the cure rates in AYAs with poor prognosis ALL.



New projects

In FY2020, The Kids' Cancer Project awarded grants to nine new scientific studies in addition to continuing multi-year funding commitments of 18 projects that are helping our most vulnerable children.

EXPLOITING CDK4/6 INHIBITION TO TREAT MEDULLOBLASTOMA*

Recipient: Professor Brandon Wainwright
Institute: University of Queensland

Results of this study will determine how a new drug can be effectively incorporated into existing treatment and will provide the evidence needed to justify a new children's brain cancer clinical trial.

TARGETING POLO-LIKE KINASE 1 AS A NOVEL THERAPEUTIC OPPORTUNITY FOR DIFFUSE INTRINSIC PONTINE GLIOMAS*

Recipient: Associate Professor David Ziegler
Institute: Sydney Children's Hospital

This important discovery will be used to develop the optimal combination therapy at the bench with a view to fast tracking findings to the bedside to directly benefit children with DIPG.

REBOOT-KIDS

Recipient: Dr Jennifer Cohen and Professor Claire Wakefield
Institute: Sydney Children's Hospital, Kids Cancer Centre

A randomised controlled trial of a behavioural medicine intervention to prevent obesity and metabolic complications in young cancer survivors recently off treatment.

DEVELOPMENT OF A NON-INVASIVE DIAGNOSTIC AND PROGNOSTIC ASSAY FOR ADOLESCENT TESTICULAR CANCER

Recipient: Dr Cassy Spiller
Institute: The University of Queensland

This project aims to develop a test to detect pre-cancerous testicular cells for early detection that would greatly minimise the need for chemotherapy.

IMPACT OF TREATMENT ON LATE EFFECTS AND SURVIVORSHIP ON CHILDHOOD CANCER SURVIVORS*

Recipient: Professor Natasha Nassar
Institute: University of Sydney

Ultimately the work will lead to the development personalised follow-up care for all childhood cancer survivors.

DEVELOPING TREATMENTS FOR VINCRISTINE-INDUCED NEUROPATHY

Recipient: Associate Professor Irina Vetter
Institute: The University of Queensland

As these treatments are based on the repurposing of existing drugs, findings from this research will permit rapid translation to clinical trials.

3D PRINTERS AND MINI-BRAINS

Recipient: Associate Professor Geraldine O'Neill
Institute: The Children's Hospital at Westmead

By replicating the unique environment of the brain, scientists may more accurately measure the likely success of different drugs for treating patients with brain cancer. This project is supported by Perpetual.

EPIGENETIC TARGETED THERAPY IN DIPG

Recipient: Associate Professor David Ziegler
Institute: Kids Cancer Centre

The results of this project will lead directly to a rationally designed combination clinical trial that has the potential to directly impact on DIPG patients and improve their outcomes.

* STUDY FUNDED IN COLLABORATION WITH CANCER AUSTRALIA'S PRIORITY-DRIVEN COLLABORATIVE CANCER RESEARCH SCHEME.

Kids' cancer research benefits adult cancer therapy

MORE FUNDING GOES TOWARD ADULT CANCER RESEARCH, HOWEVER IT CAN'T GO UNNOTICED THAT SOMETIMES KIDS' CANCER RESEARCH PAVES THE WAY TO EFFECTIVE TREATMENT AND NEW THERAPIES FOR ALL.

Some of the first patients in the world to be cured of cancer were children who'd had leukaemia. As a result, many cancer therapies originate from kids' leukaemia research.

In fact, today, children's protocols have demonstrated to haematologists how leukaemia can be treated in adults for better success, including combinations of certain types of drugs.

"We absolutely learn a lot from results of children's cancer research and that knowledge is then extended to adults," says Associate Professor David Ziegler, a paediatric oncologist and Senior Staff Specialist at Sydney Children's Hospital.

Ziegler's research into DIPG, one of the deadliest types of cancer, is partly funded by The Kids' Cancer Project.

"It is our belief that if we find treatments for our work around DIPG, which is one of the hardest cancers to treat, it will be applicable to other types of cancer as well," he says.

Prof Nick Gottardo, co-head of the Telethon Kids Institute's Brain Tumour Research Team and Head of Department of Paediatric Oncology and Haematology at Perth Children's Hospital, agrees that kids' cancer research offers powerful insights for adult therapies.

Chemotherapy and radiotherapy, which came out of leukaemia research, are non-specific cancer therapies, he explains. It's possible that today, as treatments are becoming increasingly molecularly targeted, adult cancer research will be informed even more strongly by kids' cancer research.

"These modern treatments target the biology of the individual tumours," Gottardo says. "The cancers that respond best to those therapies tend to be the paediatric cancers, because they're more pure."

"Adult cancers often develop over a long period of time, from mutations from external environmental agents such as cigarette smoke, pollution, diet, etc. But paediatric cancers often come from developmental pathways that go awry, sometimes just from one mutation or abnormal fusion between two genes. And so, often a paediatric cancer will be the prototype for why a specific inhibitor works phenomenally well."

"Childhood cancer is second only to breast cancer in terms of productive life-years saved. So, when you put it that way, childhood cancer is actually a very big issue."

- Professor Maria Kavallaris

Why then, does adult cancer research receive more than the lion's share of funding?

One explanation is because adult cancers are more frequent than childhood cancers, says Professor Maria Kavallaris, Head of Translational Cancer Nanomedicine Theme and co-director of the Australian Centre for Nanomedicine at the Children's Cancer Institute.

"But we also know that childhood cancer, in a country like Australia, is the number one cause of disease-related death in children," Kavallaris says. "One in every 900 adults in Australia is a survivor of childhood cancer, and a large percentage of those people will have long-term side effects from their treatment."

WINNER OF THE 2020 NSW PREMIER'S WOMAN OF THE YEAR AWARD, PROFESSOR MARIA KAVALLARIS IS AN ADMIRABLE AND INSPIRING LEADER IN THE FIELD OF CHILDHOOD CANCER RESEARCH.



Then, Kavallaris explains, there's the calculation of life-years saved per cancer patient.

"Childhood cancer is second only to breast cancer in terms of productive life-years saved," she says. "So, when you put it that way, childhood cancer is actually a very big issue."



Inspirational increase in clinical trials

THE KIDS' CANCER PROJECT FUNDING HAS HELPED ACHIEVE A FIVE-FOLD INCREASE IN CLINICAL TRIALS SPONSORED BY ANZCHOG.

Our mission is for 100 percent survival of children with cancer and clinical trials are a crucial element of this. They take learnings from the lab directly to the bedside so kids who may not have many options left can try a new drug or combination of therapies that might just save their lives.

That's why, five years ago, The Kids' Cancer Project donated over \$1 million to ANZCHOG (Australian and New Zealand Children's Haematology/Oncology Group), an organisation that develops and facilitates clinical trials.

This funding (from 2015-2023) can go where needed to help increase clinical trials led by Australians, but also improve involvement with ground-breaking international trials. Because so few kids are affected in Australia by the same childhood cancer at the same time, international trial collaboration is a vital way to get robust data that can usher in new and better cancer treatment.

Five years ago, there were just three trials run by ANZCHOG; in 2020, there are 16 trials, with five more in start-up stages. It's a mighty achievement, and one that ANZCHOG outgoing chair Dr Chris Fraser says will "maximise access for Australian and New Zealand children to participate in innovative trials."

Dr Fraser shares three key ways that The Kids' Cancer Project support has made real impact:

A GROUND-BREAKING CLINICAL TRIAL QUALITY ASSURANCE PROGRAM

With funding from The Kids' Cancer Project in 2015 the quality assurance program has been expanded, formalised and structured giving ANZCHOG a new level of consistency needed for increased trial initiation across all of Australia and New Zealand.

"The value of this program should not be underestimated," says Dr Fraser. "It is fundamental to enhancing our international reputation."

Dr Fraser says it was ANZCHOG's improved standing that led them in 2018 to become the Australian sponsor of international trials done through the renowned academic consortium ITCC (Innovative Therapies for Children with Cancer).

FLEXIBLE FUNDING CAN GO WHERE NEEDED

This means some funds have gone toward improving the general infrastructure of clinical trials, some to fund an unexpected cost of a trial, and some to purchasing bulk quantities of lab equipment that can be shared around Australia's nine children's cancer treatment centres. All of these things help trials to rapidly get off the ground, which means they are open for longer to Australian children.

A NEW ERA OF PATIENT DATA COLLECTION

The funding means that for the first time ever, there will be standardised data on every child aged up to 18 years who is newly diagnosed.

"Patient diagnosis data, their treatment and trial participation are a vital source of information for researchers," Dr Fraser says.

Having this information not only informs future research, but immediately improves our international standing, opening doors to clinical trial collaboration.

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"The value of this program should not be underestimated. It is fundamental to enhancing our international reputation."

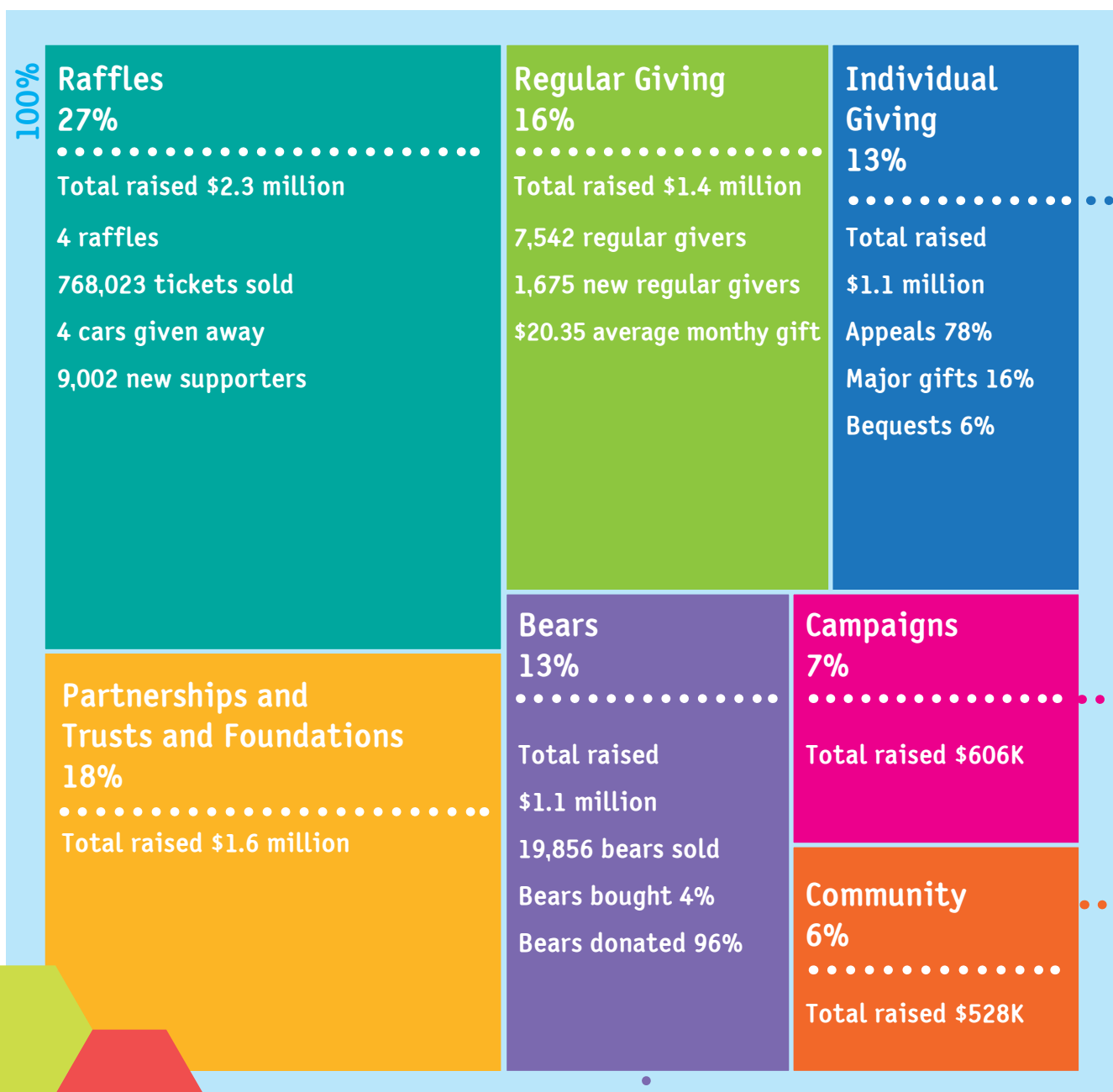
- Dr Chris Fraser

•••••
The Kids' Cancer Project's funding partnership with ANZCHOG continues to 2023, and it's exciting to think of how many more trials will have started by that time. There have been great leaps made, but more can be achieved.

WHERE THE MONEY CAME FROM FY20

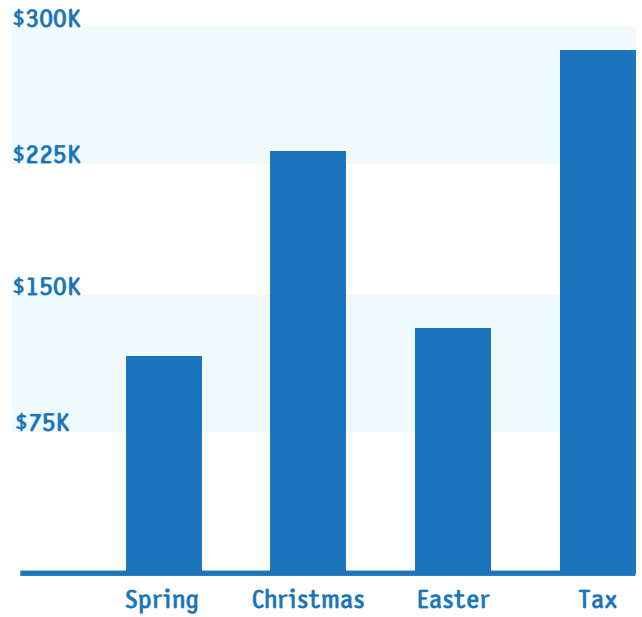
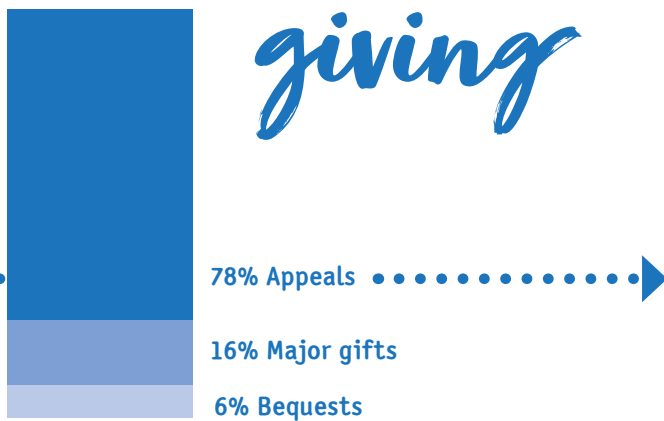
TOTAL FUNDRAISING REVENUE

\$8.7 million





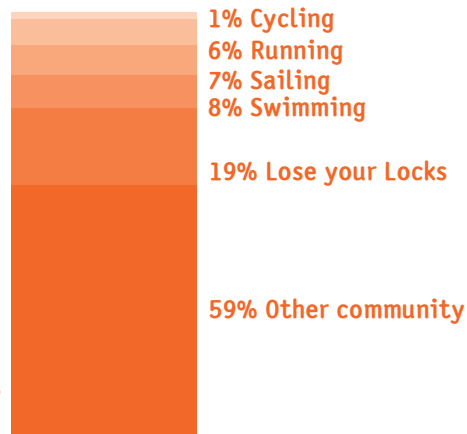
Individual giving



Campaigns



Community



Bears



We're all in this *together*

OUR VALUED PARTNERS SHARE THE VISION OF A FUTURE WITHOUT CHILDHOOD CANCER.

The charity extended gratitude to the commitment of our existing partners, all of whom demonstrate strong corporate social responsibility.

In FY2020, a warm welcome was extended to new partner Colin Biggers & Paisley. The legal firm generously provided donations throughout the year.



Smartways, a national medical logistics company, continued to support The Kids' Cancer Project by delivering thousands of the charity's teddy bears to children in hospitals around the country saving significant operational costs and enabling even more funds to be invested in bold research.

CORPORATE PARTNERS AND SUPPORTERS

Lorraine Lea's month-long Party for Kids with Cancer® was celebrated around the nation. Independent stylists and party hosts came together with proceeds directed toward innovation grants awarded through the charity's collaboration with the Federal Government.

Rams Financial Group and Fast Automation continued their commitment to research through annual donations, while SAS provided significant in-kind data insight.

Stylecraft continued their support while attending events and making a significant Christmas donation.

Rondo Building Services got involved for the second consecutive year with its commitment to raise funds through a variety of activities across their Australian operations, which they did with outstanding success.

Bromic Global stepped up for science for a second year. The company held a "Kokoda treadmill challenge" with staff and customers alike involved in raising funds to help kids with cancer.

WOTSO, a company with a network of flexible workspaces around Australia, continued to attend fundraising events. They also provided office space while the charity's new premises at 789 Botany Road, Rosebery, were prepared.



The Air Conditioning and Mechanical Contractors' Association (AMCA) proudly supported for another year with money raised through state offices, member donations and fundraisers held as part of golf days and an annual conference.

Facility Management Association (FMA) hosted golf days in each state, a Melbourne Cup Day luncheon in Sydney and an awards night in Melbourne.



ASSOCIATIONS IN PARTNERSHIP

Support from QBE Foundation continued for the seventh year with donations to research assisting to find better treatments and to provide access to clinical trials.

Thyne Reid Foundation embarked on a third year of aid to fund a staff member at The Kids' Cancer Project to manage campaigns and a new initiative, 'Add You'.

The Perpetual Foundation continued to support kids' cancer research by funding innovative research led by Associate Professor Geraldine O'Neill at The Children's Hospital at Westmead, NSW.

The charity successfully received funding from PayPal Giving Fund, Lin Huddleston Foundation and Macquarie Group Foundation who generously matched the fundraising efforts of their staff.

TRUST AND FOUNDATIONS

"Love for Lachie" is a fundraising group established in memory of 10-year-old Lachie Muldoon. In FY2020, the charities joined forces to host a golf day and Melbourne Cup lunch to raise funds for research led by Dr Nick Gottardo, Co-Head of the Brain Tumour Research Team at Telethon Kids Institute in Western Australia.



CHARITY PARTNER

Thank you

CORPORATE



ASSOCIATIONS



MEDIA



SUPPORTERS



GIFTS IN KIND



TRUSTS AND FOUNDATIONS



Community spirit

A WIDE RANGE OF OPPORTUNITIES WERE COORDINATED IN FY2020 TO DRIVE ENGAGEMENT AND BRING OUT THE BEST IN COMMUNITY GROUPS AND INDIVIDUALS.



Bondi to Bronte Ocean Swim

The Kids' Cancer Project is grateful to be the official charity partner of the Macquarie Bondi to Bronte Ocean Swim, a relationship that started in 2013. Swimmers braved the waves on Sunday 1 December 2019 raising more than \$46,000 for childhood cancer research.

Olympic champion Bronte Campbell was the charity's ambassador for the event. The powerhouse swimmer completed the 2.4 kilometer course in swimwear proudly featuring The Kids' Cancer Project logo. Bronte was active on social media, enthusiastically talking to her 60,000 Instagram followers about the charity's mission to cure children's cancer.

Team 'The Mira Mermaids', all employees of Macquarie Bank, were an asset to the charity with their employer matching every dollar they raised. The Kids' Cancer Project are grateful to all volunteers and fundraisers who participated in 2019. The event was a great success!

Fitz's Challenge

Billed as "Canberra's Toughest Cycling Event", Fitz's Challenge has aligned with the charity for over a decade. Like The Kids' Cancer Project, it's all about tackling seeming unconquerable mountains. The event began in 1989 with just 37 riders but today welcomes over 1,200 riders every October.

In 2019, nine participants chose to ride for a reason, raising \$5,000 for children's cancer research for their efforts, bringing total funds raised to nearly \$450,000 after 10 years of partnership.



Lose Your Locks

Lose Your Locks is a key fundraising project for The Kids' Cancer Project – since 2016 it has raised more than \$295,000. What we love about it is the variety of fundraisers it attracts, and that each person's story is so different.

Some have simply said yes to a dare, while others are doing it in honour of a loved one. Some have never met a kid with cancer before while others have a child of their own with cancer. Like Renee who, because she couldn't celebrate her daughter's first birthday in the way they would have wished, decided to have a dramatic hair cut to raise over \$50,000 with the help of all her supporters.



Pirate Day

Throughout May 2020, The Kids' Cancer Project and The Pirate Ship Foundation collaborated to encourage children and office workers to embrace their inner buccaneer and dress up like a pirate to raise vital funds for childhood brain cancer research. The campaign which has been running since 2015 brought in \$30,000 to be directed to the work of Associate Professor Joshua McCarroll, Team Leader of the Gene Therapeutics and Drug Delivery group at Children's Cancer Institute and the Australian Centre for NanoMedicine, UNSW.



Yar me hearties!

Write a Book in a Day

The fundraising element of this annual writing competition, a favourite of school students nationally, came to the fore in 2019. Innovation included empowering participants to gain as much support as possible for childhood cancer research through their own fundraising pages. This tactic, along with offering prizes for top fundraisers provided by partner Facilities First Australia, resulted in a 63 per cent increase in sponsorship raised year-on-year bringing the total raised to more than \$475,000.

Over 1,100 teams got involved in 324 schools around Australia including St John the Baptist Primary School in Maitland, NSW, where 12-year-old Sienna attends.

Sienna was diagnosed with a rare brain cancer at the age of eight, but she and her Write a Book in a Day teammates knew little of where their sponsorship funds would go.

"All of the kids loved the creative nature of the challenge," says Jenny McFadyen, teacher/librarian and Gifted Enrichment Mentor at the school.

"But when we discovered the money raised would directly fund the research being done by some of the doctors who saved Sienna's life, it took on an entirely new meaning."

BRAIN CANCER SURVIVOR SIENNA HAD A BALL
WRITING A BOOK IN A DAY WITH HER SCHOOL MATES
- AND RAISED VITAL FUNDS FOR RESEARCH



Are you game?

Crazy Hair & Sock Day

Netball NSW and The Kids' Cancer Project joined forces for another year in May and June colouring courts with wacky wigs and silly socks to help children with cancer during Crazy Hair & Sock Days held right around the state. Netballers, supporters and fans raised over \$56,000 for kids' cancer research.



Nom nom nom

Cupcakes 4 a Cure

For the sweetest fundraiser on The Kids' Cancer Project calendar, participants in Cupcakes 4 a Cure cooked up close to \$35,000 in dough-nations. Clever cooks eager to bake a difference came from all walks of life around the country to host bake sales and afternoon teas at workplaces, schools and between friends.



Individual Giving

THE KIDS' CANCER PROJECT CONTINUED TO STRENGTHEN PERFORMANCE AND ORGANISATIONAL SUSTAINABILITY THROUGH A VARIETY OF OPPORTUNITIES FOR ENGAGEMENT.

RAFFLES

In partnership with Apple Marketing Group for telemarketing and Suttons Motor Group for prizes, four traditional raffle campaigns took place in FY2020. The charity also trialled with great success six "50-50 Raffles", a game of chance offering cash prizes. In all, The Kids' Cancer Project raffle program delivered \$2.26 million in revenue.

As operating costs continue to be scrutinised by the charity, long-term objectives to convert raffle buyers to regular givers were successfully deployed while cost-efficient digital sales mechanics were used to complement telemarketing.


CONVERTING
RAFFLE BUYERS
TO REGULAR
GIVERS

BEAR PROGRAM

Sales of The Kids' Cancer Project teddy bears grew by 18 per cent as they continued to bring smiles to the young and young at heart while generating significant funds. During FY2020, close to 19,000 bears were donated to children in 70 hospitals all around Australia. In addition, over 800 bears were sold.

In October 2019, the bears had a make-over and were relaunched with silky-soft twirled plush. Two new friends, Ollie Puppy and Deedee Dinosaur, were added to the collection and became fast favourites with bear donors and buyers alike.

In FY2020, more than \$1.14 million was generated through bear program supporters.



Ollie Puppy and Deedee Dinosaur were welcomed to the team.

BEQUESTS

A bequest is an investment in science and in a future with 100% survival rates. Col Reynolds OAM, Founder and Director of The Kids' Cancer Project is leaving a gift in his Will and through paid advertising in targeted publications is urging others to do likewise. The advertising campaign has delivered multiple leads which are being followed by a dedicated Major Gifts and Bequests Executive at the charity.

REGULAR GIVING

Consistent and reliable donor support through regular giving is an efficient and sustainable form of donating that enables the charity to make long-term commitments. The Kids' Cancer Project's regular giving program continued to grow in FY2020. Income generated through increased conversion, reactivation, upgrade and retention resulted in a 17 per cent increase year-to-year.


UP 17%

MAJOR GIFTS

Major gifts provide a major impact on delivering lifechanging outcomes for children with cancer. FY2020 marked the second year of the Power Pledge initiative with donors pledging generous amounts over three years to support the work of Dr Michelle Henderson.

In March 2020, the charity launched Good Sports, a campaign developed to raise funds to match Federal Government funding. With one Good Sports gift donated in FY2020, The Kids' Cancer Project is developing strategies to convert others who are keen to support this ambitious initiative with donations ranging from \$20,000 to more than \$1 million.

QUARTERLY APPEALS


RESPONSE
RATES


AVERAGE
GIFTS


OVERALL
REVENUE

In FY2020, the charity launched four seasonal appeals utilising direct mail and digital marketing strategies which generated more than \$878,000 in revenue. By refining targeting strategies, data selection and communications, the appeals yielded higher response rates and average gifts resulting in an overall increase in revenue of five per cent on the year prior.

The \$10,000 gift of life

TO HELP DEVELOP A CURE FOR THE DISEASE THAT HAS DECIMATED HER FAMILY, CORAL HAS LEFT A GENEROUS GIFT AS A BEQUEST.

One cancer specialist, after being told the medical story of Coral's relatives, described it as "a horrific family history". And it's difficult to disagree after hearing the tragic facts.

Coral, now 88, lost her 45-year-old daughter to ovarian cancer. She lost one brother to a brain tumour and another to pancreatic cancer. Her mother, father, uncle, grandson and nephew also passed away after battles with cancer.

Amidst all of this loss, Coral has found a positive, a way to offer others hope that they will not suffer the pain she has felt. It comes in the form of a bequest of \$10,000 to The Kids' Cancer Project.

"After my nephew passed away from a brain cancer, I heard so much about the amazing work done by The Kids' Cancer Project," Coral says. "Adults seem to be able to handle cancer.

They understand it, at least. They can process what is happening to them. But when you see children suffering, it really brings home to you how terrible it is."

Coral is very happy with the decision she has made to help fund research of new kids' cancer treatments, even after her own life has ended.

"I can't possibly help every charity that asks for a donation, but I can make a difference," she says. "I hope the little bit I'm leaving does some good for the children. Without research, nothing will change. But if people continue to give, the scientists will find solutions."



Investing in impact

WHEN ONE OF OUR VOLUNTEERS REALISED THE IMPACT OF OUR WORK, SHE GENEROUSLY GAVE TO MAKE A BIG IMPACT IN RETURN.

Donors come from all walks of life and it is because of them The Kids' Cancer Project can support research that is changing the future of children's cancer. But one donor has personally furthered kids' cancer research in a major way.

Helen had enjoyed an extremely successful corporate career when she decided to volunteer for us in 2013.

"My goal was always a corner office and to be at the top of my game," Helen recalls. Hard work saw her far surpass that goal. But her career and financial success was followed by a terrible medical shock.

"I was in total control of my life, then my health deteriorated. Tests showed I had a brain tumour," she says. "My sight was compromised and had to learn to walk again. It was a humbling experience, but one that gave me a new outlook on life."

Helen's sight gradually returned as she learned to walk. "Now I work smarter, not harder and I have a wonderful husband. I feel blessed to have a second chance at life."

Wanting to give back, Helen volunteered at The Kids' Cancer Project where she got to know the organisation deeply. She decided to become a major donor. "It's a great organisation - ethical and trustworthy. I wanted to do more," she says.

Helen has now personally funded over \$200,000 of ground-breaking research. "I'm just doing my part," she says modestly.

"We're fortunate that we can give generously to make a difference. The Kids' Cancer Project inspires me to be the best I can be."



"It just hit me like a freight train...to find out it was cancer, my whole life just fell apart."

- Pete, Eli's dad





Unbearable magic

THE DIFFERENCE THE DONATION OF ONE OF THE KIDS' CANCER PROJECT BEARS MAKES BECAME HEARTBREAKINGLY CLEAR TO PETER NORTHEY AS HE WATCHED HIS BABY BOY SUFFERING DURING CANCER TREATMENT.

As a Sergeant in the NSW Police Force, Peter likes to think he is fairly well hardened against the shocks life can deal out. Numerous times he has had to knock on doors of families to tell them their loved one has passed away, for example.

"I cope well with those sorts of experiences," he says. "I'm used to it now and even though it still makes me feel sad inside, I don't get emotional over things like that because it's a part of my job."

But dealing with the news that his baby boy had cancer, he says, was another matter altogether.

"It just hit me like a freight train," Peter says. "We knew Eli was sick. He'd had breathing issues since he was born in August 2019. But to find out it was cancer, my whole life just fell apart."

a lot better because of my job," he admits. "But when I was alone, I just cried and cried."

It was during tracheostomy surgery that the medical specialists discovered a tumour in five-week-old Eli's neck. A biopsy revealed that the baby boy had neuroblastoma, a type of infant cancer that develops from immature nerve cells.

Chemotherapy successfully shrank the tumour from the size of an adult's thumb down to the size of a jellybean, but Eli suffered terribly. He was regularly ill, often in pain and always uncomfortable.

One day though, a little ray of sunshine was brought into the ward in the form of a teddy bear from The Kids' Cancer Project.

"It was unexpected, but some volunteers came around and gave Eli a gift – it was a bear," Peter says. "In fact, they brought two of them."

"It was so nice because even though Eli was only a baby and didn't get it, he stared at that bear in wonder all day long. He was so sick and had to be in bed most of the time. We could cuddle him, but he had to have a lot of time in bed to recover and rest. But even though he couldn't play with the bear, it was there as his main toy and the main thing he wanted to look at."

"It also meant a lot to us, to know that somebody who had never met Eli had cared enough to voluntarily buy [and donate] a bear from The Kids' Cancer Project. It's very special. And we'll keep that bear for life, because it has helped him get through so much."

The biggest challenge, Peter says, was staying strong for his other three children, Ava, Liam and Luke, while he and his wife Jenny, a registered nurse, were both falling apart on the inside.

"I had to show a brave face and be the strong one for my family, and I thought I would have coped with it

MAIN PICTURE: PETE AND JENNY WITH THE WHOLE GANG



Sergeant Pete with rookie recruit Eli



Lara rings the bell for science

DON'T TELL ANYBODY, BUT ON THE LAST DAY OF HER DAUGHTER LARA'S TWO-AND-A-HALF YEAR TREATMENT FOR ACUTE LYMPHOBLASTIC LEUKAEMIA (ALL), TANYA ALLAN ALONG WITH RELATIVES AND FRIENDS SMUGGLED CHAMPAGNE INTO THE HOSPITAL IN COFFEE CUPS!

The ringing of the treatment bell on 1 July 2019 was a very meaningful moment as eight-year-old Lara, who had been on an intense and physically taxing journey since she was diagnosed at the age of six, finally felt she could close that chapter and move on.

"We celebrated in every way we could think of," Tanya, who runs a swim school and a physiotherapy practice with husband David, said.

"We're really lucky to have had such a strong community. We had an army behind us! So on that last day Dave and I, and our son Ruari, had that army come in to the hospital and celebrate with us."

"Lara rang the bell and we had a little dance party, and it was just amazing. We're also having a Laserforce party and the biggest Christmas in July you've ever seen."

These are the good times, and they stand in stark contrast to the bad. During her daughter's treatment, Tanya said, she often found herself deeply grieving Lara's loss of her physical self.



“Lara rang the bell and we had a little dance party, and it was just amazing.”

– Tanya, Lara’s mum

“Children being treated for leukaemia have these massive steroid pulses and, as a result, Lara put on an extraordinary amount of weight,” she said. “The chemo made Lara very sick and that really hurt me. My heart got very sore.”

“The toughest time for us was about seven months into treatment when Lara suffered chemo toxicity, and that was a long hospital stay. She had ulcers from the outside of her lips, right down her digestive tract and into her stomach. She was on morphine and didn’t eat for two weeks. She lost an alarming amount of weight and wasn’t responsive. It was the first time she’d completely disengaged. It was also the first time that I feared for her life.”

Long term and serious side effects from treatment can present at any time in the life of a person who has been treated with chemotherapy. So the less treatment a child needs, the less chance they have of suffering future medical problems. This is where science comes in. And

that’s why Tanya is passionate about the work of The Kids’ Cancer Project.

“We’re seeing the science change in front of our eyes and it’s amazing,” she said.

Research is helping oncologists make improvements to treatment protocols such as duration and dosage required.

“I love The Kids’ Cancer Project for a lot of reasons, but mainly because they want to eradicate kids’ cancer. That’s basically what it comes down to. It’s why I want to be involved with them. I think that’s a very gutsy goal and a very brave one. I also love that a lot of the projects that The Kids’ Cancer Project support are run by the oncologists who treat our children.”

ABOVE: LARA THROUGHOUT HER TREATMENT AND CELEBRATING BETTER HEALTH WITH HER FAMILY

FOR MOST, CHRISTMAS IS ABOUT GIVING, CAREFREE HOLIDAYS, AND TIME WITH RELATIVES AND FRIENDS. FOR THE FRENEY FAMILY, IT'S BOTH SIMPLER AND MORE COMPLICATED THAN THAT.

Nothing shines brighter

Back in 2015, Emma and Pete were devastated when new-born Baxter was diagnosed with cancer. Their journey has been difficult and will remain so in the future. However, many rays of light have burst through the darkness. One, Emma says, is her son's incredible will to live.

"He has faced challenges many don't have to in an entire lifetime," she says. "But still he continues to fight and surprise the medical professionals."

Then there is the new addition to the family. Dallas's health and happiness is a blessing, Emma says. But with Baxter's many medical and care requirements, the busy mum is usually run off her feet looking after both her boys.

"I would take this challenge on a thousand times over if it means Baxter is alive and happy," says Emma.

"The side effects were heartbreaking to watch. They included vomiting, burnt skin, infections, impacted respiratory function, heart failure and more."

Then there are the long-term effects.

"At this stage the most significant challenge has been his neural pathway damage," she says. "Baxter has a severe speech delay. It's only in the last year that his language has begun to develop."

Just as distressing are the signs of post-traumatic stress. Baxter shows a high degree of anxiety around even the simplest of medical events – applying a Band-Aid, checking his temperature, etc.

At Christmas, Emma simply feels grateful that her family is together and that Baxter, who is now four-and-a-half years old, is alive.

She's also grateful that he is almost four years in remission from cancer, that his little brother Dallas hasn't had to go through the terrifying treatments that Baxter suffered, and that for one day at least, the family doesn't have to make a trip to the hospital.

"We see Baxter's oncologist every four months and cardiologist every six months," says Emma. "He sees his speech therapist, occupational therapist and music therapist every week and there are daily exercises we need to do with him at home."

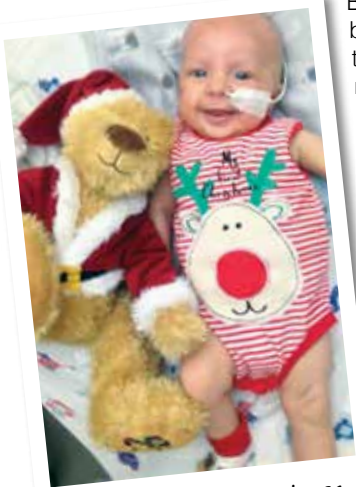
For now, Emma is simply looking forward to a joyful Christmas full of life and love.

"The happiness Christmas brings to children is just so beautiful," she says. "It's as if nothing else matters. I find it such a beautiful time to reflect and be grateful that we are here, together, healthy and alive. Nothing shines brighter than a grateful heart."

Baxter's health issues began when he was just two weeks old. Following many visits to doctors and an overnight stay in hospital, he was diagnosed with acute myeloid leukaemia.

So began 12 months of treatment that saved his life but which, Emma says, caused enormous distress and ongoing developmental and health issues.

"Over six months, he received four rounds of back-to-back chemotherapy, which left him grasping onto life after every round," says Emma.



Baxter's first Christmas was spent in hospital



“I would take this challenge on 1,000 times over if it means Baxter is alive and happy.”

- Emma, Baxter's mum

What we stand for



Science

We believe the only way to improve outcomes for kids with cancer is through advances in medical research.

Solutions

Our research priorities reflect our focus on finding better treatments, building research capabilities and supporting survivorship programs.

Survival

Our founder, Col Reynolds OAM, made a promise to never give up until a cure is found.

This is our ultimate aim.

Mission

To support bold scientific research that has the greatest chance of clinical success in the improvement of treatments of childhood cancers.

Vision

One hundred per cent survival for children with cancer while eradicating the harmful impacts treatment can bring.



Values

Compassion. Our empathy with the plight of children with cancer drives us to apply our individual and collective efforts to improving survival and eliminate suffering.

Unrelenting. Like our founder, we never give up. In all that we do we go beyond what is required to raise awareness and funds for research which will improve the quality of life of kids with cancer.

Respect. We listen, understand, collaborate and act on the trust the community gives us. We respect the contributions of all members of The Kids' Cancer Project family.

Excellence. We have an unwavering commitment to excellence by funding only the best scientific research. We work collaboratively with others to ensure the successful awareness and promotion of the science that is making a difference.



IN MEMORY OF

Amelia Peries


2/12/2018 - 14/03/2020





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