

2016-2017 YEAR IN REVIEW



**CURE
CANCER
AUSTRALIA**



**50
YEARS**

Every Cancer.
Every Australian.

MESSAGE FROM FLOYD LARSEN CEO CURE CANCER AUSTRALIA

For every business, the end of the fiscal year is an ideal opportunity to review its recent successes and changes, and Cure Cancer Australia is no different.

Since coming on board as CEO of Cure Cancer Australia two years ago, I have seen the business grow and evolve in a myriad of ways. 2016 saw us steer the organisation in a new direction, applying successfully to the Australian Charities and Not-for-Profits Commission to change our financial reporting from calendar to fiscal year. Consequently, this report is prepared for the eighteen-month period from 1st Jan 2016 – 30th June 2017.

In this time, the company's mode of operations has completely transformed. We have embraced cloud-based automation tools in order to optimise operations, agility and cost efficiencies, which have not only reinforced the structure of the business, but also supported our ongoing growth opportunities, allowing us to focus on what matters most.

My primary commitment has always been to ensure Cure Cancer Australia is recognised as Australia's principal funder of early-career researchers working across all areas of cancer research and all cancer types, including rare cancers. Thanks to the collaborative effort of all our supporters and our wonderful Principal Supporter, the Can Too Foundation, we are edging ever closer to achieving this.

We have put in place multiple sustainable, predictable revenue streams with scalable systems and processes, such as our nationwide initiative BARBECURE. Awareness of our organisation continues to grow, and is set to increase exponentially thanks to our selection as charity of choice for Sydney Airport's highly contested Community Christmas Giving Appeal 2017.

I am delighted to be able to say that so far, Cure Cancer Australia has funded 316 individual scientists and 483 research projects, investing



close to \$27.5 million in grants to support the brightest innovators in cancer research at a time in their careers when it matters most. In today's research environment, funding is tight, and researchers almost always need to have a proven track record of results before they can be considered, meaning very few grants are available to emerging scientists. It is for this reason that we choose to exclusively fund early-career researchers; recognising and supporting the most promising research projects from the most forward-thinking minds.

Over the last ten years our research alumni have attracted on average an additional \$45 of future research funding for every dollar we have invested in them. Many Cure Cancer Australia researchers who received our funding early in their careers are now amongst Australia and the world's most prominent cancer researchers.

This year marked 50 years of Cure Cancer Australia's unwavering commitment to funding crucial cancer research from Australia's most innovative minds. The current fiscal year also signified our transition into a new era, which saw us move into our beautiful new offices on 422 Kent Street and launch our brand-new website – a fantastic resource designed to ensure our supporters can keep up to date with our latest news, events and researcher updates, and find out about all the different ways they can support early-career cancer researchers.

None of these achievements would have been possible without the hard work of our incredibly talented and dedicated team, and of course, you, our supporters. Your commitment to our cause is a huge source of inspiration, and I want to take this opportunity to thank each and every one of you. Please read on as we look back at some of our highlights of the past 18 months.

Warm regards,
Floyd Larsen

MESSAGE FROM PHILIP CORNE CHAIRMAN CURE CANCER AUSTRALIA

2017 has not only been a year of significant achievement for Cure Cancer Australia, but also marks the 50th year anniversary of the establishment of the foundation.

Celebrating our 50th anniversary year provided the opportunity to recognise both the wonderfully talented Class of 2017 Researchers, as well as Cure Cancer Australia's impressive alumni, at the Researcher Symposium in May.

The Researcher Symposium commemorated the successes of Cure Cancer Australia-funded researchers past and present, and reflected on 50 years of impressive history and success in funding Australia's best and brightest early-career cancer researchers.

The 18-month period leading up to our 50th year celebration has seen the team, under the leadership of Floyd Larsen, position Cure Cancer Australia both in terms of organisation and new fund raising opportunities, building on and accelerating the work of the past.

Floyd and the team are consistently improving and refining systems and procedures, consolidating existing revenue streams, embracing innovative technologies and operational strategies, and creating new and exciting scalable fundraising opportunities that are recruiting a new generation of donors.

This work is essential to ensure that the organisation is able to manage growth and innovation into the future, allowing us to continue to provide crucial financial support for Australia's pioneering early-career cancer researchers.

As Chairman, I am incredibly proud of the way the organisation continues to evolve. We take our lead from the innovative culture of the researchers we fund and this drives the organisation to continuously question and improve everything we do, whilst never losing sight of our mission to make this the last generation to die from cancer.



I'd like to take this opportunity to recognise two newly awarded life members to Cure Cancer Australia: Founder and Chair of the Can Too Foundation, Annie Crawford, who served as a Cure Cancer Australia Board Director from 2009-2016, and Victoria Kvisle, Board Director from 1993 to 2016, and an ambassador for the organisation since 1986, who was also awarded an OAM earlier this year for her service to cancer research and to the community. Thank you to you both for your ongoing dedication and commitment to our organisation.

I'd also like to express my gratitude to former Board Chairman, Max Gosling, for helping to make Cure Cancer Australia the well governed, accountable and vital organisation it is today. It was a genuine pleasure to have worked with him on the board during his 10-year tenure.

Thank you to our dedicated team and volunteers, as well as all those who continually support Cure Cancer Australia, for helping us to fund vital research across all cancer types.

A particularly big thank you must be extended to Principal Supporter, the Can Too Foundation and all their amazing Can Too-ers whose enduring support and dedication we simply could not do without.

Finally, to our generous donors, all of who understand that without research there will be no cure, which is why your ongoing support is so invaluable.

Best Wishes,
Philip Corne



Victoria Kvisle receiving her OAM with His Excellency General The Honourable David Hurley AC DSC (Ret'd) Governor of New South Wales (Patron of Cure Cancer Australia)

CURE CANCER AUSTRALIA RESEARCHERS 2017

Cancer doesn't discriminate and neither do we.

Cure Cancer Australia funds researchers across ALL areas of cancer research and ALL cancer types.



DR ROCHELLE D'SOUZA
BRAIN CANCER
QLD



DR ESTER LIM
MELANOMA
NSW



DR SUSAN WOODS
COLORECTAL CANCER
SA



DR HEIDI HILTON
BREAST CANCER
NSW



DR JYOTSNA BATRA
PROSTATE CANCER
QLD



DR GEORGE SHARBEEN
BRAIN CANCER
QLD



DR FERNANDO GUIMARAES
MELANOMA
VIC



DR CAMILLE GUILLEREY
MYELOMA
QLD



DR YUAN CAO
BREAST CANCER
VIC



A/PROF STEVEN LANE
BLOOD CANCER
QLD



A/PROF GILLIAN GOULD
SMOKING PREVENTION
NSW



DR NATALIA CASTANO-
RODRIGUES
STOMACH CANCER
NSW



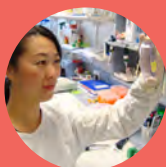
DR KATE VANDYKE
MYELOMA
SA



DR NICK GOTTARDO
CHILDHOOD BRAIN
CANCER
WA



DR LISA MIELKE
GASTRO-INTESTINAL
CANCER
VIC



DR CLARE SLANEY
IMMUNOTHERPY
VIC



DR SUMIT SAHNI
PANCREATIC CANCER
NSW

50TH YEAR RESEARCHER SYMPOSIUM



Cure Cancer Australia's history dates back to 1967 when the Jenny Trust was launched, joining forces with the Leo Trust in 1985 to form the Leo & Jenny Leukemia and Cancer Foundation. The trusts were established by two families in honour of loved ones they had lost to leukemia. In 2002, the foundation officially became Cure Cancer Australia Foundation.

Under every guise we've had, our founding principle has always been the same: To fund the best and brightest minds in cancer research in the hope that we can one day cure cancer for good. By backing innovative research ideas across all cancer types and all areas of cancer research, we believe we have the best chance of success.

In March of this year, we celebrated our 50th birthday with an intimate cocktail event at Government House, attended by our patron; His Excellency General The Honourable David Hurley AC DSC (Ret'd) Governor of New South Wales. We continued to celebrate our milestone birthday at our 50th Birthday Researcher Symposium and Researcher Showcase, held in May of this year. The annual event is one of the most important on the Cure Cancer Australia calendar, and this year was more significant than ever.

The event saw current researchers and past alumni come together over two days from across the country to share their work, and provided an opportunity for our partners, sponsors and supporters to celebrate our researchers, whilst gaining invaluable insight into their research



Our stellar showcase panel was made up of Professor Martin Tattersall AO, Professor Pamela Russell AM, Professor Roger Reddel, Professor Carolyn Mountford and Professor Robyn Ward AM. 2017 Australian of the Year, Professor Alan MacKay-Sim also delivered a key note address and participated as part of our alumni panel. Special thanks to Lyndey Milan, OAM for MC-ing the night and Deborah Hutton who hosted the panel.

The evening overall was hugely successful, and the perfect opportunity to take a step back and look at all that has been achieved over the past 50 years. Thank you to the Macquarie Group Foundation for hosting the event, and to our amazingly talented panel for sharing their fascinating stories and experiences.

You can watch our 50th Birthday videos here:
<https://www.curecancer.com.au/blog/50-years-of-cure-cancer-australia>

BARBECURE™

Cure Cancer Australia nationwide campaign **BARBECURE** was developed in 2016. Our new signature fundraising initiative was developed so that it could be easily replicated on any scale by anyone, anywhere. **BARBECURE**'s simplicity, scalability and adaptability is at the forefront of our long-term growth strategy. Since inception, **BARBECURE** has grown to become a nationally executable campaign, encouraging Australians everywhere to play a part in finding a cure for cancer simply by turning their Aussie barbecues into **BARBECURES**. A **BARBECURE** can be anything from a backyard, beach, corporate, community or black-tie event, with the goal being to create a new tradition marked on every Australian's calendar: The Summer of **BARBECURES**.

Featuring Australian icon Paul Hogan AM as its lead ambassador, the campaign was officially launched in November 2016 with a bipartisan **BARBECURE** at Parliament House, Canberra, attended by Australian politicians from all sides of politics.

BARBECURE has since become one of Cure Cancer Australia's most successful national awareness initiatives, raising over \$208,000 in its first year. We are excited to continue and expand on this success for our summer 2017/2018 rollout, and are delighted to have the initiative continue to be supported by lead celebrity ambassador Paul Hogan, along with our patron, The Honourable David Hurley.



2016-2017 YEAR IN REVIEW FINANCIAL SUMMARY

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2017

	12 months to 30 June 2017	6 months to 30 June 2016	12 months to 31 December 2015
REVENUE			
Operating Revenue	3,453,656	2,739,489	2,303,885
Donations In Kind	1,985,819	834,774	498,933
Interest Income	76,573	36,954	86,318
TOTAL REVENUE	5,516,048	3,611,217	2,889,136
EXPENSE			
Cost of Fundraising	469,237	180,032	471,433
Operating Expenses	1,254,528	725,683	806,372
In Kind Expenses	1,985,819	834,774	498,933
TOTAL EXPENSES	3,709,584	1,740,489	1,776,738
OPERATING PROFIT	1,806,464	1,870,728	1,112,398
Research Investment	1,225,550	605,000	1,365,777

Cure Cancer Australia's ongoing objective is to increase revenue from individuals, corporates and community groups across Australia. We do this via the continual development of annual campaigns, events and fundraising products, with an emphasis on brand awareness and the strengthening of relationships with partners, stakeholders, donors and grant recipients.

As a Not-for-Profit organisation there are many discounts available, and where possible we try to limit the cash costs of our activities by seeking donations in-kind from service providers. This means that a large proportion of our non-fundraising costs are donations in-kind (i.e. pro bono support).

Cure Cancer Australia is working to continuously reduce traditional operational costs, in parallel with investing in new technology platforms and systems to facilitate and support growth. We have a donor-centric culture and business-wide technology focus, therefore investment in digital, automated reporting and state-of-the-art metrics are key to our success. These systems enable us to provide our valued donors with more timely and relevant information. During 2016/17 we have transitioned IT operations to the cloud and invested in automated marketing platform, Pardot. This forms part of our focus on improving our donors' overall experience.

PARTNERS AND SUPPORTERS

Our Principal Supporter: The Can Too Foundation

For 12 years, Can Too and Cure Cancer Australia have had an evolving and impactful partnership, delivering Can Too supported grants to 143 cancer researchers since 2005. Back in 2005 Julie White, the Head of the Macquarie Group Foundation, believed in Annie Crawford and her idea of matching fitness incentives with fundraising. Cure Cancer Australia were the third piece of the puzzle and were instrumental in the initial launch phase of Can Too, providing opportunities to invest in Australia's brightest early-career cancer researchers.

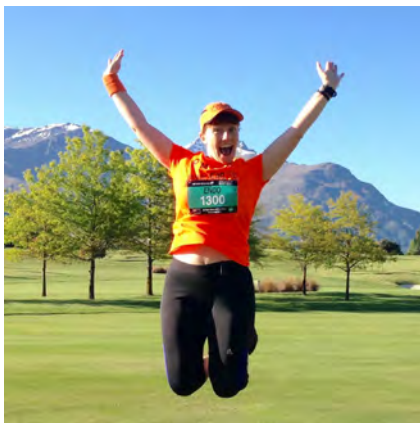
The first Can Too program trained 54 people who ran the 10km, 21km or 42km events at the Blackmores Sydney Running Festival. Annie, Chair and Founder of Can Too, had hoped to raise \$50,000 for Cure Cancer Australia, but through the success of the program the fundraising efforts more than doubled, with participants raising an incredible \$105,000!

Can Too has continued to flourish over the years, raising over \$18.5 million to date. Now the Can Too Foundation, the organisation is an independent Health Promotion Foundation that continues to deliver supportive training programs to fundraise for cancer research.



Can Too grants have supported early-career cancer researchers across all cancer types with major beneficiary Cure Cancer Australia.

Looking ahead to the future, the Can Too Foundation is on the road to raising \$20 million by mid-2018 for the research, prevention, care and control of cancer. The fundraising is a by-product of the unique Can Too culture that provides a supportive and empowering community to achieve personal health, wellbeing and altruistic goals.



PARTNERS AND SUPPORTERS

Our In-Kind Supporters: Cure Cancer Australia would like to extend a special thank you to all their in-kind partners for their support over the past 18 months.



LOOKING TO THE FUTURE...

The 2017/18 fiscal year looks to be another exciting period for Cure Cancer Australia. In August, we were announced as Sydney Airport's official charity partner for their 2017 Sydney Airport Community Christmas Giving Appeal.

This is an unprecedented platform to drive awareness of Cure Cancer Australia and will help raise critically important funds to support Australia's brightest emerging cancer researchers. We can't wait to see what this amazing opportunity will bring!



WE WON'T CURE CANCER WITHOUT RESEARCH™

Company details

CFN 13834N (NSW)
CH1389 (QLD)
20413 (WA)
CCP 932 (SA)
ACN 002 838 495
ABN 13 002 838 495

Cure Cancer Australia
Foundation is a public
company limited by guarantee.

CURE CANCER AUSTRALIA
PO Box R185
ROYAL EXCHANGE NSW 1225

P: 1300 134 567
E: info@curecancer.com.au
W: curecancer.com.au



Every Cancer.
Every Australian.

