

# 2015 YEAR IN REVIEW

Dr Stephen Mattarollo

**CURE  
CANCER  
AUSTRALIA**



Every Cancer.  
Every Australian.

# WE NEED OUR BRIGHTEST BRAINS TO CURE CANCER



Dr Philippa Taberlay

## CURE CANCER AUSTRALIA LEADS THE WAY IN FUNDING EARLY-CAREER CANCER RESEARCHERS.

Each year we identify, assess and fund the research that we believe has the best possible chance of finding a cure for every cancer, for every Australian. We fund research for ALL cancer types and ALL areas of cancer research.

Cure Cancer Australia funds innovative, high-achieving, early-career researchers as Chief Investigator of their project. We believe that it is these brilliant young scientists that will ultimately find the cure for cancer. They desperately need funding early in their careers, when they're starting out and they don't have a proven research track record.

This is a time when different ideas and challenging perspectives burn brightest. Without vital seed funding, early-career researchers will often be forced to leave research or move

overseas as it is unsustainable for them to continue their work in Australia without funding.

Thanks to research, survival rates for many common cancers have improved by over 30% in the last 20 years\*. However, every 12 minutes one Australian dies from cancer\*\* which is a shocking statistic. We can change this, but only through research.

Cure Cancer Australia has been at the forefront in the fight against cancer since 1967. By 2015, we had made 460 grants to 300 individual researchers. We must continue to invest in the future pipeline of our brightest researchers. These brilliant minds will ensure innovative ideas and new perspectives are investigated so that hopefully this will be the last generation to die from cancer.

\* Source: [aihw.gov.au/cancer/cancer-in-australia-overview-2012/ch3/](http://aihw.gov.au/cancer/cancer-in-australia-overview-2012/ch3/)

\*\* Source: 2012 Statistics: Australian Institute of Health and Welfare

# A MESSAGE FROM MAX GOSLING, CHAIRMAN

2015 saw the continuation of our focus and commitment to funding early-career cancer researchers. In 2015, Cure Cancer Australia funded 17 research projects.

Whilst we remained focused on our main goal, this was a year of change and consolidation.

We started the year with launching a new Cure Cancer Australia brand and identity in order to uniquely position ourselves and catch consumers' attention in a very cluttered and highly competitive environment.

Our new brand identity utilises active brand statements that reinforce who we are, what we do, why research is so important and why we need to raise vital funds. In addition, the use of red, black and white as our new corporate colour palette creates very powerful and eye-catching communications.

Our new logo with the Cure Cancer Australia signet, with its 10 interconnecting C's was chosen to represent the 10 hallmarks of cancer as well as reflecting our commitment to collaboration. Working together with our researchers, our supporters, the community and all of our partners is the only way we will cure cancer.

The rebrand was supported by a new user friendly website allowing us to tell our story more effectively, share vital information about our researchers and their projects, have more video content and enable online donations. This was critical as the website represents who we are and what we do.

2015 was the first full year that our Principal Supporter - the Can Too Foundation operated as a separate charity and moved from our premises. The Can Too Foundation continues to be our Principal Supporter in our quest for funding early-career researchers and generously funded 12 of our 2015 researchers.

Thank you to the Can Too Foundation and to all of the amazing Can Tooers for their loyalty, commitment and dedication in supporting Cure Cancer Australia to help find a cure for all cancers.

During the year, our governance and direction was strengthened by the appointment of new board members Mr Stephen Bourke from Pricewaterhouse Coopers and Professor David Thomas from the Kinghorn Cancer Centre.

In June, we were delighted to announce the appointment of Mrs Floyd Larsen as our new Chief Executive Officer. With Floyd's wealth of experience and corporate background, she helped lead Cure Cancer Australia through this period of change and transition and create a stable foundation for the organisation's future growth and sustainability.

Floyd's leadership, vision and strategic direction paves the way for Cure Cancer Australia's 50th year and beyond.

Thank you to all of our supporters and fundraisers who continue to raise much-needed funds on our behalf and to whom we, and the researchers they support, are truly grateful.



**WE  
WON'T  
CURE  
CANCER  
WITHOUT  
RESEARCH**

# A MESSAGE FROM FLOYD LARSEN, CHIEF EXECUTIVE OFFICER



I was very honoured and proud to be appointed Chief Executive Officer at Cure Cancer Australia Foundation in June 2015 and to be leading the team.

My driving motivation and vision for Cure Cancer Australia is for the organisation to be Australia's primary funder of early-career researchers across ALL cancers and ALL areas of cancer research. I believe that we can have a real impact on the current early-career research funding crisis. It is the emerging scientists who often have the brightest and most innovative ideas and they represent the cancer research leaders of tomorrow.

I saw the opportunity to maximise our unique access to our Cure Cancer Australia alumni and quickly put in place plans for a new alumni program and knowledge hub. Many of our alumni have since become internationally recognised experts in their field.

Our aim is to develop a community whereby current Cure Cancer Australia researchers and alumni share ideas, lessons learned and build networks, which will be of enormous benefit to Australian research as a whole.

One of my top priorities was to ensure that Cure Cancer Australia was set up to be a robust, dynamic and forward-looking organisation that has multiple, sustainable, predictable revenue streams, with scalable systems and processes in place.

This has required a significant amount of internal focus, business re-engineering and evaluation of the skills and expertise needed in our small team, as well as nurturing our current supporters and reviewing opportunities for acquisition and retention.

Internally Cure Cancer Australia made some strategic structural changes and established a new management and support team with the strengths and expertise to deliver our vision, mission and business objectives.

Significant investment was made in the development / purchase and implementation of a new and robust Customer Relationship Management

(CRM) database. The launch and roll out of the Salesforce 360 database in 2015 has enabled effective management and stewardship of our donor base and will ensure we can communicate effectively with our supporters, fundraisers, corporate partners and alumni as we continue to grow.

August 2015 saw the launch of a unique initiative: The Cure Cancer Collaboration, an association of like-minded philanthropists who want to make a lasting and sustainable difference. Led by ambassador Lyndey Milan OAM, membership is by invitation and provides exclusive access behind the laboratory doors as well as invitations to special events where members can see how their contribution is making a difference.

Our Cure Cancer Collaboration members commit to make a minimum donation of \$1,000 a year to Cure Cancer Australia.

We created the concept for an exciting and new national fundraising and awareness initiative - Cure Cancer Australia's BarbeCURE campaign which launches in April 2016. We hope that in years to come, BarbeCURE will become an iconic event in the Australian fundraising calendar.

It's a very simple idea. Aussies love BBQs so we thought that we should empower every Australian having a BBQ to turn it into a BarbeCURE to help raise funds for life-saving cancer research.

# A MESSAGE FROM FLOYD LARSEN, CHIEF EXECUTIVE OFFICER

We gratefully acknowledge and recognise the Can Too Foundation as our Principal Supporter and the critical role they have played in our growth and ability to support early-career researchers.

We actively identified and developed relationships with individuals and organisations that could contribute to our growth, provide strategic guidance, services and help build revenue. I am very proud to introduce some of our new partners and would like to take this opportunity to thank them for their amazing support and generosity.

- Piper Alderman who have provided strategic legal and intellectual property advice.
- The Australian British Chamber of Commerce who have actively promoted Cure Cancer Australia to their members to increase our brand awareness and profile with key business leaders in the community.
- The Gallery who have helped us with enhancing our re-branding

and key messaging to reinforce our visual, brand and communications identity and with creating new brand collateral.

- Adshel has very generously donated media advertising throughout the national metro train stations to help increase our brand awareness and profile to the general public.
- Whitehouse Institute of Design - this iconic school produces the next generation of Australia's creative talent and has worked collaboratively with Cure Cancer Australia to develop innovative and creative social media and event campaigns to support their generation working in cancer research.
- Sydney's Northern Beaches Committee of Fight on the Beaches who in their second year of supporting Cure Cancer Australia raised an incredible \$226,000. We are inspired and humbled by their achievements.

I would also like to extend our thanks to our long-term supporters:

- AMP Capital who have generously provided Cure Cancer Australia with rent free office space since 2007. This significant contribution is greatly appreciated.
- OTTO Ristorante and the Fink Group for hosting our eighth World's Best BYO event in August which raised more than \$170,000 on the night.
- The Denton Family Trust, Tour de Cure, The Bobbin Head Cruising Club and our strong contingent of community fundraisers have all played a vital role in our fundraising efforts and we cannot cure cancer without their support.

Lastly, I would like to thank my team and our wonderful volunteers for their ongoing support, dedication and commitment to help cure cancer.

**WE  
CANNOT  
CURE  
CANCER  
WITHOUT  
YOU**

# 2015 CURE CANCER AUSTRALIA RESEARCHER BREAKTHROUGHS

## CHILDHOOD CANCER

Professor Michelle Haber funded in the 1980's, Professor Glen Marshall funded in the 1990's and Dr David Zeigler funded in 2011 and all working together at the Children's Cancer Institute, identified an experimental drug with the potential to combat one of the worst childhood cancers, neuroblastoma.

The new drug, CBL0137, prevents cancer cells from repairing themselves, ensuring that they are killed off after chemotherapy. Neuroblastoma has a very poor survival rate; so this exciting discovery is bringing real hope to children with this disease.

## PROSTATE CANCER

Funded with a two year grant for 2015 and 2016, Dr Jyotsna Batra, based at the Queensland University of Technology, and her team identified a genetic variation that may help identify which men have the more aggressive form of prostate cancer. This discovery could help many men with this disease avoid unnecessary surgery and the associated side effects.



Dr Jyotsna Batra

## MELANOMA



Dr Nicola Bowden

Dr Nikola Bowden, twice funded by Cure Cancer Australia, was the first to identify the link between DNA damage and chemotherapy resistance in melanoma. Nikola and her team at the Hunter Medical Research Institute have been working to switch DNA repair back on and enable the cancerous cells to respond to chemotherapy. Clinical trials for a new treatment developed by Nikola and her team are planned for the near future.

Nikola also received the 2015 Young Tall Poppy Science Award for her work in this area.

## LUNG CANCER

Dr Jill Larsen, supported with a two year grant from 2014 to 2015, earned the IASLC Lung Cancer Young Investigator Award for 2015 and will use it to work on research based at the QIMR Berghofer Medical Research Institute.



Dr Jill Larsen

## OVARIAN CANCER

Dr Caroline Ford, funded by Cure Cancer Australia in 2011 and her team at the University of NSW's Lowy Institute have identified two receptor molecules (Ror1 and Ror2) which are present in high amounts in ovarian cancer patients. When researchers were able to 'turn off' both of these molecules, they were able to stop the spread of cancer cells.

A drug that targets Ror1 is currently being tested in Sweden and Caroline's team are hoping to gain funding to develop a drug that will target Ror2. As well as bringing hope to patients with ovarian cancer, this important discovery could have implications for the treatment of both cervical and endometrial cancer.



Dr Caroline Ford

## NSW PREMIER AWARDS FOR OUTSTANDING CANCER RESEARCH

In 2015, Associate Professor Daniel Catchpoole, who was funded by Cure Cancer Australia in 2000, won the 'Big Data, Big Impact' grant for his work to enable clinicians to 'make sense' of complex biomedical data to deliver more precise and personalised case management plans at the bedside.

These life-changing discoveries and achievements may not have been possible without the contribution of our supporters and fundraisers who believed in the power of research to make a difference.

# 2015 FINANCIAL YEAR IN REVIEW

## STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31st DECEMBER 2015

REVENUE	2015	2014
Operating Revenue	2,802,818	3,599,796
Interest Income	86,318	124,517
<b>TOTAL REVENUE</b>	<b>2,889,136</b>	<b>3,724,313</b>
EXPENSE		
Cost of Fundraising	471,433	1,547,841
Operating Expenses	1,305,305	961,447
<b>TOTAL EXPENSES</b>	<b>1,776,738</b>	<b>2,509,288</b>

As stated, to establish Cure Cancer Australia as Australia's primary funder of innovative and effective cancer research required significant internal investment and re-engineering during 2015. This necessary strategic decision coupled with the change in relationship with the Can Too Foundation saw a short-term impact on our costs and revenue in 2015.

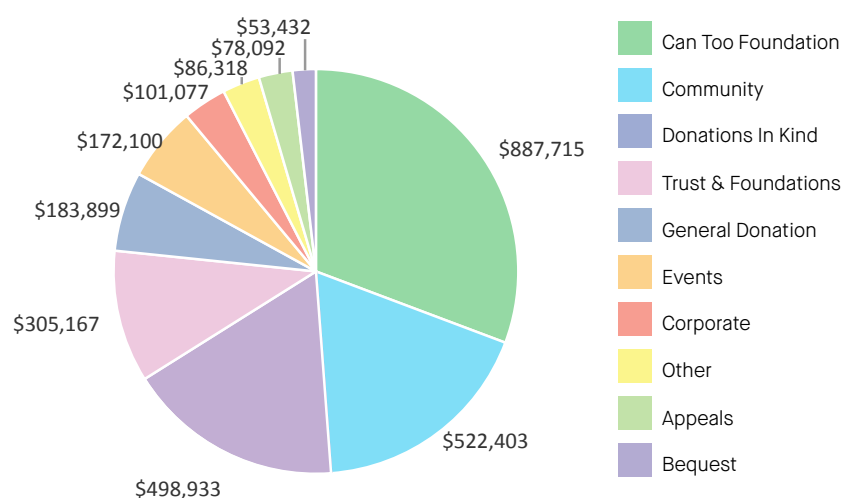
Prior to 2015, Can Too and Cure Cancer Australia worked together in pursuit of common objectives and Can Too's fundraising revenues and expenses formed part of the overall revenues and expenses of our organisation. In previous years Can Too contributed over 65% of total revenue, the figure for 2015 was just over 30%.

From 1st January 2015 the financial relationship between Cure Cancer Australia and Can Too changed as Can Too became a Foundation in its own right.

In our new relationship as our Principal Supporter, The Can Too Foundation now make a contribution out of their net profits, determined in accordance with the agreement, to provide funding for named grants. Accordingly, the revenues and fundraising expenses of 2014 and 2015 are not directly comparable.

## REVENUE BY FUNDRAISING SOURCE

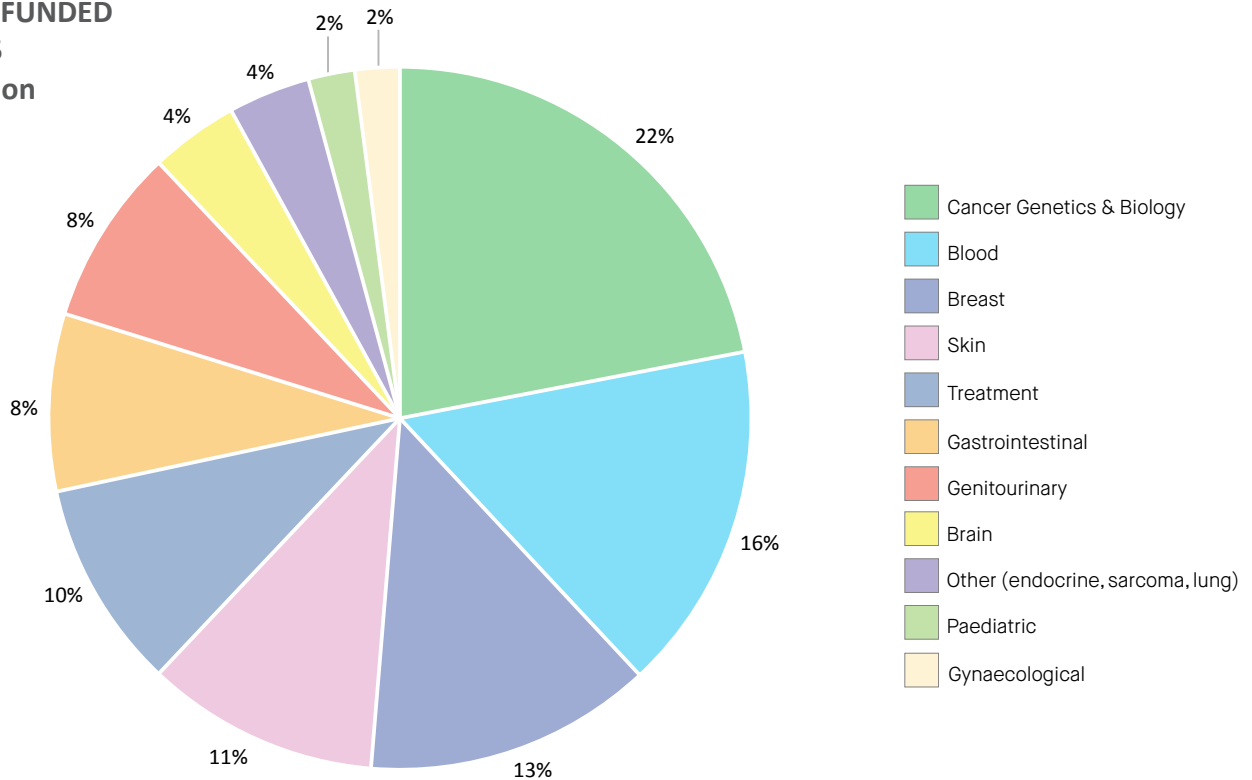
### 2015 REVENUE \$2.8m



Thanks to relationships with some of our new partners, just under \$500,000 was received in services in kind. This significant contribution of legal, financial, advertising and marketing services has been invaluable in strengthening our brand recognition, developing new revenue channels and positioning Cure Cancer Australia for the future.

# PROJECTS FUNDED BY CANCER TYPE

**PROJECTS FUNDED  
1967-2015  
\$24.4 million**

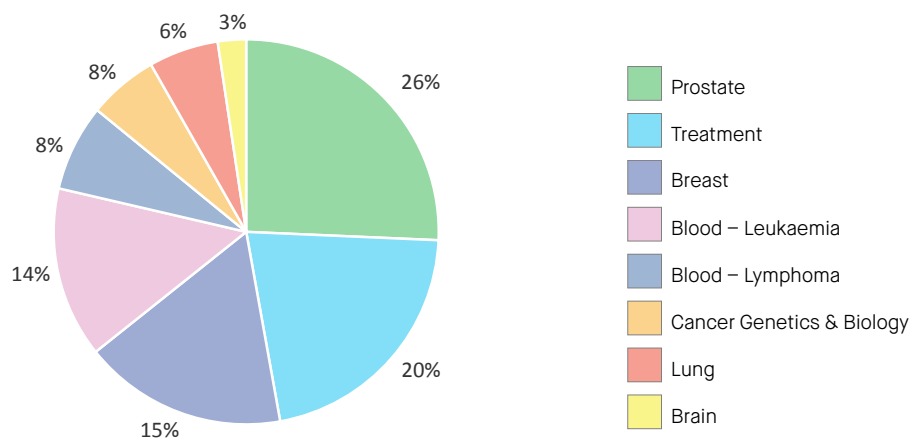


Since 1967, and by the end of 2015, Cure Cancer Australia had invested \$24.4 million in 460 cancer research grants across a wide range of cancer types.

Cure Cancer Australia supports research into all cancers including the rare and difficult to treat, and we support researchers working across all areas of cancer research.

In 2015 Cure Cancer Australia was proud to support 17 research projects across a variety of cancer types and treatment options including the highly promising area of immunotherapy.

**PROJECTS FUNDED  
BY SPECIFIC  
CANCER TYPE  
IN 2015**



Cure Cancer Australia continues to support cancer research projects that focus on investigating the cause, prevention and treatment of all types of cancer. The selection criteria focuses on those projects most likely to succeed based on scientific merit rather than just cancer type. This ensures that more research dollars are directed to a wider range of cancers.

We look forward to another successful year working with our community and research alumni to help fund a cure for every cancer, for every Australian.

# LET'S CURE CANCER TOGETHER

## Company details

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Cure Cancer Australia Foundation  
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PRINCIPAL SUPPORTER

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