



Annual Report
2018

Science.
Solutions.
Survival.

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.

A message from our founder

Who would have thought I'd be back behind the wheel of a bus driving down Australia's highways and byways at 78 years of age!

For the entire month of August 2017 I took our big yellow bus down the East Coast to tell as many people as possible that science is the solution for kids with cancer. And I loved every minute (see page 32).

The trip not only gave me an opportunity to shake hands with generous donors and supporters, I was able to visit some of the research institutes we fund and talk to the brilliant scientists who are working to find better treatments for kids with cancer. Every aspect of the trip was inspiring and made me even more determined in my crusade.

His Excellency General The Honourable David Hurley AC DSC (Ret'd), Governor of NSW continued to honour us with his Vice Regal Patronage. On the eve of Childhood Cancer Awareness Month, both he and Mrs Hurley welcomed us at Government House, Sydney, which is also their magnificent home.

Then, on 1 September, I woke to the most incredible news. The front page of The Sydney Morning Herald read, "Fairfax Media is proud to support The Kids' Cancer Project". Along side it was a gold ribbon and a photo of two beautiful little people; Evie, a six-year-old living with neuroblastoma and her big sister Alicia supporting her, and science, all the way.

The support we received from Fairfax Media was unprecedented and nearly caused us to sell out of gold ribbons. Through the digital versions of their newspapers, our message went out across the globe resulting in donations from the Netherlands, Sri Lanka, England and USA.

Sadly, three months later, Evie passed away. Her family, along with the Dalcos who lost Zach in 2016, generously shared their story in our Tax Appeal. That was when Dr Luciano Dalla-Pozza said he'd like to consign childhood cancer to history books and put me out of a job. Well, I want exactly the same thing - a world where there is no need for paediatric oncologists and no need for a charity to fund them.

Other appeals through the year introduced us to five-year-old Ned, whose high-risk pre-B cell acute lymphoblastic leukaemia had relapsed, Grace, a young girl with lymphocytic leukaemia, and Alex, a teen who was diagnosed with medulloblastoma at the age of three, now living with the side-effects of treatment - not that he lets that define him.

Those families, along with many more, told it like it is and opened the eyes of the broader community. The more who become aware, the more support there will be for childhood cancer research.

I wish to thank our staff and our volunteers who work collaboratively to ensure the ongoing success of our charity. And thanks to all the children, families, fundraisers, donors, corporate partners and supporters for choosing to help kids with cancer in the most meaningful way of all.

Colin Reynolds.

COL REYNOLDS OAM
FOUNDER AND DIRECTOR

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. That is our ultimate aim.



From our Chairman and CEO

We have much to celebrate as we look back on FY2018. Our investment into research held steady year-to-year with \$3.52 million going toward supporting 27 studies across fourteen institutes.

The time we spent on the road with Col and the Science Project tour put us directly in touch with communities on the eastern seaboard, introduced us to new strategic partners, and extended the organisation's digital footprint across the nation.

This financial year we welcomed three highly experienced and accomplished staff members to The Kids' Cancer Project family; Andrew Watson, Chief Financial Officer, Veena Singh, Individual Giving Manager, and Georgina Bill, Partnerships Manager. They, along with Linda Fagan, Head of Marketing and Engagement have become the charity's newly formed executive management team with Owen at the head (page 8). Their focus is to collaborate in the development and delivery of strategic plans across all aspects of the business to ensure we achieve our mission.

And while we were sorry Lyndall Stoyles resigned from our Board of Directors, we were delighted to welcome Doug Cunningham, Debra Singh and Cathryn Prowse (page 7) and look forward to their contribution.

Yet, as the financial year ended, we had to accept the ambitious plan to invest \$13 million into research between 2015-2018 was \$1.8 million short. This year, to maintain our funding in research, we dipped into our cash reserve as we continue to transform to more efficient and sustainable fundraising.

Extensive analysis has shown our strategy to develop more efficient and sustainable digital fundraising channels is sound and is proving effective. So, we have set new targets to steadily increase funding into childhood cancer research over the next five years.

Our new strategy includes scope to hire critical personnel, engagement of complementary corporate partners (page 30), gaining greater understanding of our donor data and development of a robust research strategy. In a short time, we've reaped rewards and are encouraged for the future.

We're particularly excited about where our new research strategy will take us. Phase one of development was an information gathering exercise. Through a stakeholder satisfaction survey, scientists funded by the charity over the past decade have helped identify opportunities that we will share with you in 2019.

From 2023, we hope that The Kids' Cancer Project will be able to invest more than \$7.5 million annually to fund science to bring about our vision of one hundred per cent survival of children with cancer while eradicating the harmful impacts treatment can bring.

We wish to thank our Research Advisory Committee and all members of the Board of Directors who generously volunteer their time to provide guidance and expertise to the organisation.

And heartfelt thanks goes to all the children and families we've met, along with our passionate partners, donors, fundraisers, volunteers, interns and staff who give both of us the greatest confidence in achieving our goals.

OWEN FINEGAN
CHIEF EXECUTIVE OFFICER

ADRIAN FISK
CHAIRMAN OF THE BOARD

Meet the 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 (Chair)

Adrian is a partner at KPMG and leads the Financial Services practice. He has extensive experience in the professional and financial services industries working with some of the largest companies on the ASX. He 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.



Nigel Everard (Deputy Chair)

Nigel is Chief Financial Officer of a leading Australian quick service restaurant business. Throughout his 20-year career, he has held senior positions in general management, finance, strategy and business improvement. Nigel has been deployed in Asia and Europe working in various industries including automotive, aviation and the not-for-profit sector.



Col Reynolds OAM Founder

Cols' 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.



Simone Reynolds

Simone is a founding member of The Kids' Cancer Project Board and is currently employed with the Australian Defence Force as a Communications Officer. Earlier in her career, Simone 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.



Richard Caldwell

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.



Sue Anderson

Sue is Founder and Director of Retail Capabilities and Co Squared. Her specialty lies in designing service experience and innovation practices to support the retail property and broad business sectors in Australia as well as offshore. 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 a confident 'tween' who loves school.



Lyndall Stoyles

Lyndall holds the position of Executive General Manager, Legal and Corporate Affairs for Caltex Australia Limited. Prior to this, she was Group General Counsel and Company Secretary for a logistics firm. She also spent more than a decade with Clayton Utz advising on competition, commercial and corporate law issues across a broad range of industries.



Debra Singh

Debra is an Executive Director to the Steinhoff Asia Pacific Board and the Group CEO Household Goods, overseeing Fantastic Furniture, Plush, OMF and Freedom, while continuing to lead Fantastic Furniture as CEO. She has more than 30 years' experience in General Management Retail Operations, Organisational Design, Human Resources and Change Management. Prior to this, Debra had a career with Woolworths spanning more than a decade during which she was the first female to lead a trading division.



Doug Cunningham

Doug has enjoyed almost three decades at Johnson & Johnson where he is currently Managing Director Consumer - Pacific. He has extensive experience managing sophisticated global retailers and building capability with large multi-cultural organisations. After losing his five-year-old son Murray to cancer, Doug determined to donate his time and business experience to finding cures for the devastating disease through scientific based research.



Cathryn Prowse

Cathryn is a law partner at Colin Biggers & Paisley practising both insurance and employment law. She is in the 2018 and 2019 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. While in the employment space, she acts for employers in unfair dismissal, general protection, OH&S, discrimination, and other workplace-related claims.

The Executive Team

The Kids' Cancer Project Executive Team drives stakeholder engagement and develops strategies to drive our mission while harnessing the passion and commitment of staff and supporters alike.



Owen Finegan
Chief Executive Officer

Owen represented the Australian Wallabies and ACT Brumbies with distinction for over a decade. Strong business acumen and connection to his community has seen him move into the for-purpose sector. His passion for The Kids' Cancer Project's work was triggered through personal experience having witnessed the two-year-old child of Wallaby teammate David Giffin be treated for neuroblastoma resulting in a drive to see outcomes improve.



Andrew Watson
Chief Financial Officer and Company Secretary

Andrew manages the charity's finance, technology, data, and human resources teams. A seasoned executive with over 30 years' experience, he has spent the last decade working in the not-for-profit sector. He has an impressive record of supporting organisational growth through effective financial planning and strategic advice. Andrew brings the additional skills of strategic business modelling, contract negotiation, data management and fundraising to his position.



Linda Fagan
Head of Marketing and Engagement

Linda leads the marketing and communications team along with community engagement and fundraising team for the organisation. Her career commenced as a Fundraising Officer at the Royal Alexandria Hospital for Children, Camperdown in 1992. Over the past 25 years, Linda has honed strong skills in public relations, media liaison, events, issues management, brand development, strategic communications, campaign development and digital transformation.



Georgina Bill
Partnerships Manager

Georgina has 25 years' experience in strategic partnership management working with some of the largest companies in Australia across design, advertising, and not-for-profit sectors. Her remit at The Kids' Cancer Project covers corporate partnerships, trusts and foundations, and government. Georgina has extensive project delivery and stakeholder relationship skills and developed a passion for cancer research from her father, a prominent medical researcher.



Veena Singh
Individual Giving Manager

Veena leads the organisation's individual giving program, including regular giving, major gifts, bequests, appeals, raffles and merchandise sales. She is a seasoned not-for-profit professional who takes pride in building external stakeholder relationships. Her extensive experience was gained within high-profile charities such as Heart Foundation, CanTeen, and Children's Cancer Institute where she was Client Services Manager and a member of the leadership team.

Our partners

Partnerships are forged through shared vision and values. The Kids' Cancer Project is proud to work with corporate citizens who choose to make a difference in the lives of children with cancer.

Corporate



Associations



Trusts and foundations



Community





The

science

we are

funding

Our funding priorities

A thorough peer review process is undertaken to ensure the very best studies are funded.

Process

At the start of the calendar year, The Kids' Cancer Project invite applications for research grants. Applicants must detail aims of their planned study specifying how it will assist in finding more effective treatments for childhood cancer. Plans, key performance indicators and milestones are also provided. An expert Research Advisory Committee (RAC), made up of leading clinicians and researchers from Australia and abroad, independently review submissions in May and score them against nine key requirements.

The RAC present their recommendations to The Kids' Cancer Project Board who make the final decision on which studies are to be funded each financial year.

The dedicated professionals who make up the childhood cancer research fraternity are a small and specialised group. As a result, members of The Kids' Cancer Project RAC can seek funding from the organisation. The rules of the peer review process strictly state that RAC members cannot make recommendations on their own projects.

RAC members

Associate Professor David Ziegler

MBBS UNSW, MD/PhD UNSW, Dip Paed, FRACP (Chair)
Associate Professor Ziegler is a senior Staff Specialist in the Kids Cancer Centre at Sydney Children's Hospital, Randwick. He is a paediatric oncologist with expertise in neuro-oncology and early phase clinical trials. He has concurrent appointments as Group Leader at the Children's Cancer Institute, and conjoint Associate Professor at the University of New South Wales.

Professor Jonathan G Izant, PhD

Professor Izant has extensive international experience in biomedical research, business and non-profit leadership at Yale School of Medicine, Garvan Institute, QUT, Johnson & Johnson and the Bill & Melinda Gates Foundation. He has helped create biotech, bioinformatics and business development companies, was a member of the NHMRC Human Gene Advisory Panel and has served on numerous government and private research funding committees.

Dr Justine Stehn, PhD

Dr Stehn is a Research Strategy Manager for SFI Research. She has over 20 years of field experience in understanding the role of the cell cytoskeleton in disease. She also has more than three years' industry experience overseeing the clinical development of a novel drug technology for the treatment of adult and childhood cancers.



Dr Andrew Moore, MBBS, FRACP, PhD

Dr Moore is a Paediatric Oncologist at the Lady Cilento Children's Hospital and Group Leader of the Childhood Leukaemia Research Laboratory at the University of Queensland Diamantina Institute, located within the Translational Research Institute (TRI). He is also Director of the Queensland Children's Tumour Bank, which collaborates with multiple cancer research groups nationally and internationally.

Professor Murray Norris

AM BSc ANU, MAppSc NSWIT, PhD UNSW

Professor Norris was one of the first three scientists to staff the Children's Cancer Institute when its research laboratories opened in 1984. He is Head of the Molecular Diagnostics Program and was appointed Deputy Director of Children's Cancer Institute in 2000. He is also inaugural Director of the UNSW Centre for Childhood Cancer Research.

Dr Timothy P Cripe, MD, PhD

Dr Cripe is a paediatric expert at Nationwide Children's Hospital in Columbus, Ohio. His clinical interests include gene and viral therapies for solid tumours in children, including brain tumours, neuroblastoma, and bone and soft tissue sarcomas. Dr Cripe's research focuses on developing and testing new, targeted therapies for paediatric solid tumours and translating those findings into clinical studies.

Dr Brenda Weigel MD, MSc

Dr Brenda Weigel is Director of the Division of Pediatric Haematology/Oncology at Masonic Cancer Centre, U of M (University of Minnesota). She is a professor cross-appointed at University of Minnesota's Cancer Centre and the Dept of Pediatrics, and the recipient of the Lehman/Children's Cancer Research Fund Endowed Chair in Pediatric Cancer. She is also the Chair of Developmental Therapeutics for the Children's Oncology Group.

Our research priorities direct where funds go

Adolescents and young adults.

Improving survival and treatments.

Late effects and quality of life.

Understanding childhood cancer and the causes.

Future proofing childhood cancer research by improving capabilities and encouraging collaboration.

Equal access to care.

Total research funded

\$3.52 million

FY2018

27

Projects funded

- Solid tumours ... 8 projects
- Blood cancers ... 7 projects
- Brain cancers ... 6 projects
- Bone cancers 1 project
- All cancers 5 projects

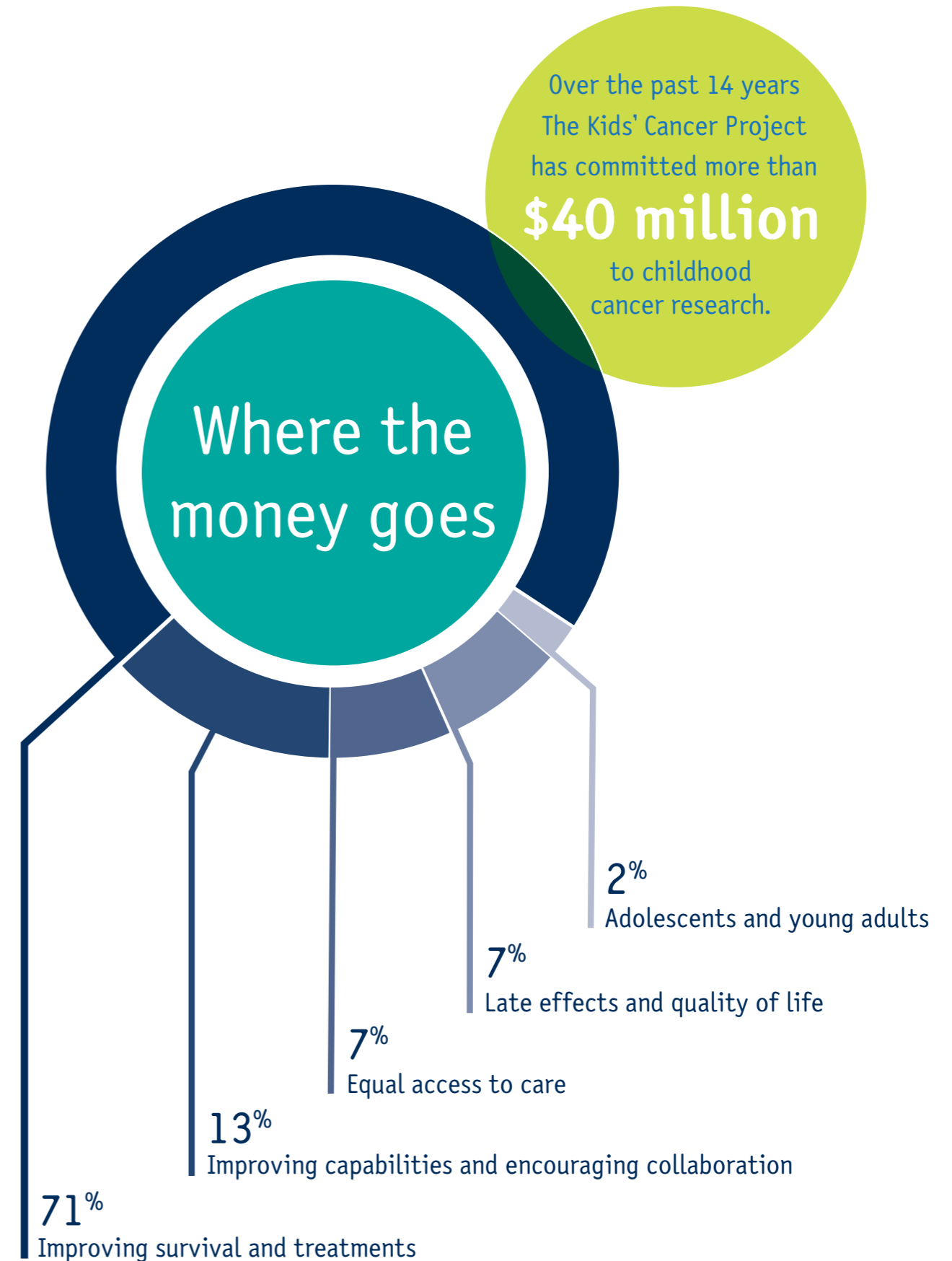
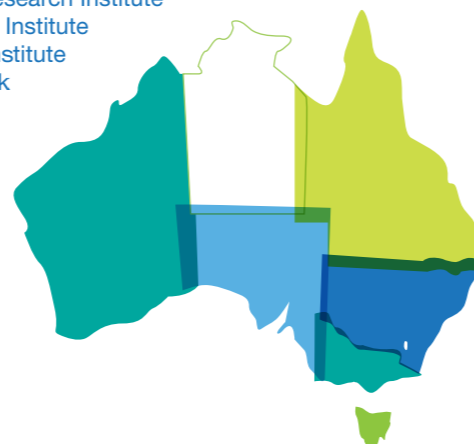
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Institutions supported

- South Australian Health & Medical Research Institute
- University of Queensland Diamantina Institute
- QIMR Berghofer Medical Research Institute
- Sydney Children's Hospital, Randwick
- The Children's Hospital at Westmead
- The Institute of Molecular Bioscience
- Nationwide Children's Hospital, Ohio
- Peter MacCallum Cancer Centre
- Children's Cancer Institute
- Royal Hobart Hospital
- Telethon Kids Institute
- La Trobe University
- UNSW Australia
- ANZCHOG

6

Across all six Australian States



Projects funded

In FY2018, The Kids' Cancer Project funded 27 research studies around Australia. It is this courageous new thinking that will overcome such an indiscriminate disease.

Development of CAR T cell immunotherapies for paediatric patients

Institute: The Children's Hospital at Westmead
Recipient: Dr Belinda Kramer and Dr Geoff McCowage

This project aims to develop treatment for children with relapsed or refractory solid tumours such as osteosarcoma, Ewing's sarcoma, brain tumours and neuroblastoma. The study involves genetic modification of T cells with a chimeric antigen receptor (CAR) to target tumour-associated proteins present on these paediatric solid tumours.

New therapeutic targets for paediatric medulloblastoma

Institute: QIMR Berghofer Medical Research Institute
Recipient: Dr Bryan Day

Dr Day is investigating the role of a group of proteins in paediatric medulloblastoma that aren't usually present in normal healthy tissue. This project aims to determine the role these proteins play and whether they can be used as new therapeutic targets.

Drug Discovery Project

Institute: UNSW Australia
Recipient: Professor Peter Gunning

Because the building blocks of a cancer cell mirror those of the heart and other muscles, attempts to target the architecture of a cancer cell have previously failed. Professor Gunning's team are working to find new drugs that force a cancer cell to self-destruct without impacting healthy cells.

Treatment of solid paediatric cancers with tropomyosin targeted therapy

Institute: Nationwide Children's Hospital, Ohio, USA
Recipient: Professor Timothy Cripe

Pre-clinical studies tested anti-tumour activity of antitropomyosin (ATM) compounds. Findings from this research have provided critical data on this class of drugs, importantly as they confirm for the first time that ATMs can enhance the efficacy of chemotherapy used to treat paediatric neuroblastoma.

FUNDING RECIPIENT DR RAELENE ENDERSBY (FRONT RIGHT) WITH HER TEAM AT THE TELETHON KIDS INSTITUTE, WESTERN AUSTRALIA.

"Funding will ultimately allow us to rigorously test drugs so the best possible treatments reach the clinic and improve the outcomes of our very young patients with leukaemia."

Telethon Kids Institute



Development of personalised medicine approaches to treat medulloblastoma

Institute: QIMR Berghofer Medical Research Institute
Recipient: Dr Bryan Day

This project aims to distinguish tumour cells that survive standard therapies from those that are sensitive. The results will allow researchers to identify patients who do not need aggressive treatments that cause chronic medical issues and to design therapies that could prolong patient survival.

Pre-clinical development of novel immune therapy for paediatric cancers

Institute: Sydney Children's Hospital, Randwick
Recipient: Dr Alla Dolnikov

Only a proportion of patients achieve durable results from immunotherapy. The goal of this project is to investigate a novel treatment that will overcome current limitations to achieve long-lasting results and avoid relapse. The results of this research will form the foundation of a clinical trial.

Improving treatments for infant acute lymphoblastic leukaemia (iALL)

Institute: Telethon Kids Institute
Recipient: Professor Ursula Kees

Infants diagnosed with iALL have a survival rate of only 30 per cent. This will characterise the effectiveness of FDA-approved drugs not currently used to treat infants with leukaemia. The findings from this research can be implemented into the design of future clinical trials.

Novel therapies for diffuse intrinsic pontine glioma (DIPG)

Institute: Children's Cancer Institute
Recipient: Associate Professor David Ziegler

With very few treatment options and no cure, the only way to help children with DIPG is through research. This project aims to develop a new drug (TRX-E-009) to target DIPG cells specifically. Ultimately, this study aims to gather pre-clinical data required to progress to human trials.

Improving chemotherapy regimens for medulloblastoma

Institute: Telethon Kids Institute
Recipient: Dr Nick Gottardo

The Gottardo team have evidence that two drugs, iCHK and iATR, can improve radiation therapy by stopping DNA repair. If proven to be suitable for children with medulloblastoma, the study will inform the design of new clinical trial and help improve quality of life for patients.



"The chemotherapy drugs we currently use are really toxic to babies; many die from their side effects."

Dr Rishi Kotecha

Combinational therapeutics in high-risk infant acute lymphoblastic leukaemia
Institute: Telethon Kids Institute
Recipient: Dr Rishi Kotecha

During this study, four novel drugs will follow a detailed roadmap for pre-clinical testing. The evidence generated will provide urgently needed information for a planned collaborative international iALL clinical trial to treat infants diagnosed with the disease around the globe.

Personalised disease monitoring in childhood AML
Institute: University of Queensland Diamantina Institute
Recipient: Dr Andrew Moore

This research will develop new ways of monitoring response to therapy and identify specific markers associated with relapse in AML patients. Insights gained will inform future studies to prevent relapse and to treat patients who are not cured by currently available treatments.

Novel targets to treat medulloblastoma
Institute: The Institute of Molecular Bioscience
Recipient: Professor Brandon Wainwright

Research carried out in the Wainwright laboratory has identified proteins that do not function appropriately in medulloblastoma could be exploited to kill the tumour. This project will test an already approved drug that targets these defective proteins together with standard chemotherapy.

Exploring better and safer treatments for osteosarcoma
Institute: La Trobe University
Recipient: Associate Professor Christine Hawkins

This project will investigate the efficacy of new anti-cancer drugs on proteins that facilitate the survival, growth and spread of osteosarcoma cells. The Hawkins group will also explore the possibility that these drugs may reduce the risk of therapy-related cancers arising in cured patients.

Synthetic retinoid therapy for diffuse intrinsic pontine glioma
Institute: Children's Cancer Institute
Recipient: Associate Professor David Ziegler

This project aims to produce the data required for a clinical trial of fenretinide combination therapy in diffuse intrinsic pontine glioma (DIPG). Fenretinide is a synthetic drug related to vitamin A, which is clinically available and has a well-established safety profile.



"I'm very excited to be able to pursue this research to look for a cure for one of the most aggressive cancers, DIPG."

Dr David Ziegler

Re-engage
Institute: UNSW Australia
Recipient: Professor Claire Wakefield

Re-engage aims to make sure young survivors receive the best possible care after cancer by improving their grasp of late effects and encouraging recommended medical follow-up using state of the art e-technology to alleviate the disadvantages of geography.

National Tumour Biobanking Network
Recipient: Australian and New Zealand Children's Haematology / Oncology Group

This project will lead to standardised collection and storage of tumour samples and clinical data linkage across all Australian and New Zealand paediatric centres, and build processes to enhance the ease of access to tumour samples.

International clinical trials support
Recipient: Australian and New Zealand Children's Haematology / Oncology Group

ANZCHOG will open new international clinical trials in Australia, facilitate the development of a national network of tumour banks, and coordinate standardised collection of important paediatric cancer data at Australian children's cancer centres.

Tumour Bank at CHW
Institute: The Children's Hospital at Westmead
Recipient: Associate Professor Daniel Catchpole

The ongoing work of staff at the Tumour Bank is enabling leading international researchers to making big discoveries, which will continue to advance our understanding of childhood cancer and its treatment.

Personalised Medicine: Zero Childhood Cancer
Institute: Children's Cancer Institute
Recipient: Professor Michelle Haber

This is the most exciting childhood cancer research initiative ever undertaken in Australia. It aims to precisely analyse the molecular and biological profile of individual children's cancer so potential drugs can be identified to give each child the best chance of survival, with the fewest side effects.

Ready, Steady, School
Institute: UNSW Australia
Recipient: Dr Joanna Fardell

This program aims to help young cancer survivors return to school by giving parents, students and education professionals access to reliable information and resources. The result will be support and understanding from teachers and successful school reintegration after treatment.

Reversing glucocorticoid resistance in paediatric acute lymphoblastic leukaemia
Institute: Children's Cancer Institute
Recipient: Professor Richard Lock

Glucocorticoids are among the most effective drugs used in the treatment of childhood acute lymphoblastic leukaemia (ALL). However, resistance is a serious barrier to cure. This project hopes to uncover insights into this rising issue and facilitate development of more effective treatments.

Targeting FACT to inhibit MYCN-driven transcription in neuroblastoma
Institute: UNSW Australia
Recipient: Dr Daniel Carter

Dr Carter will investigate the role of FACT as a novel genetic driver of neuroblastoma. The research will focus on the mechanisms by which the protein can cause a normal cell to turn into cancer, and explore potential therapies that inhibit it in cancer cells.

Next gen sequencing to identify clinically-relevant gene mutations in childhood cancer patients
Institute: The Children's Hospital at Westmead
Recipient: Professor Jennifer Byrne and Dr Luciano Dalla-Pozza

At least 30 per cent of cancers in children may arise through patients possessing one or more 'faulty' genes. This project stands to substantially extend understanding of the genetic basis of childhood cancer, and will lay the foundation for a comprehensive national screening program.

Therapeutic targeting transcriptional addiction in paediatric leukaemia
Institute: Peter MacCallum Cancer Centre
Recipient: Professor Ricky Johnstone

This project looks at a set of genetic changes specific to low prognosis leukaemia patients that may be exploited to improve treatment. By developing novel, more specific therapies, it will be possible to improve chances of survival for children with low prognosis leukaemias.

Investigating drug resistance and genetic changes in Ph-like ALL in adolescents
Institute: South Australian Health & Medical Research Institute
Recipient: Dr Susan Heatley

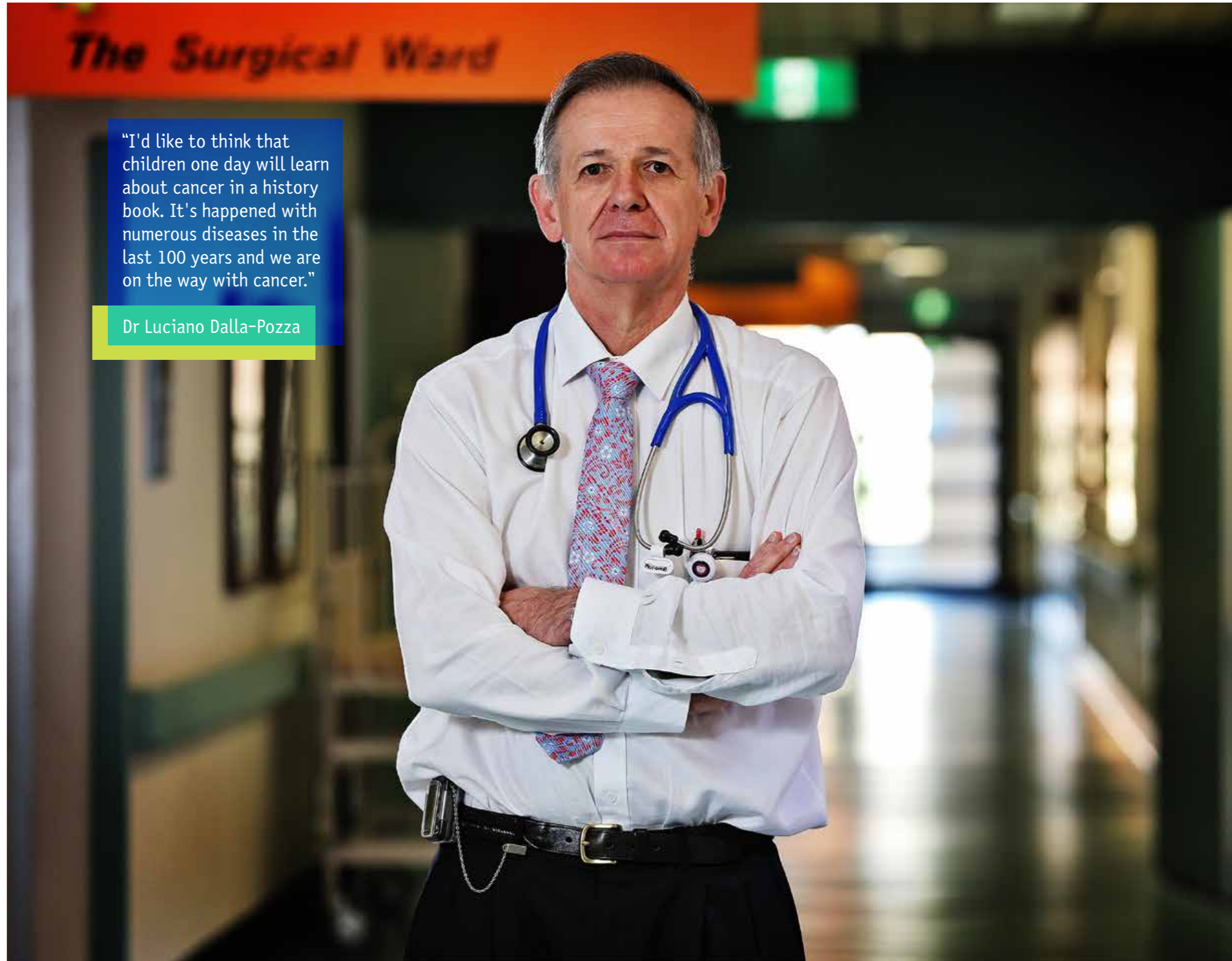
Through better understanding of what drives Ph-like ALL (a mutation or subtype of acute lymphoblastic leukaemia prevalent among adolescents) at a genetic level, researchers will be able to establish effective treatment options with a personalised medicine approach.

New state-wide Children's and Adolescent/Young Adult Cancer Clinical Trials Unit
Institute: Royal Hobart Hospital
Recipient: Associate Professor John Heath

Establishment of this program has the greatest opportunity to reduce illness-related morbidity and mortality for children with cancer living in Tasmania. It also enables successful benchmarking against other centres caring for children with cancer in Australia.

International DFMO clinical trial
Institute: Children's Cancer Institute
Recipient: Associate Professor David Ziegler

Difluoromethylornithine (DFMO) is a drug that has been safely used to treat various diseases. This international study, running across 16 hospitals, offers a new treatment approach aiming to discover how DFMO, in combination with other drugs, can provide more effective treatment.



"I'd like to think that children one day will learn about cancer in a history book. It's happened with numerous diseases in the last 100 years and we are on the way with cancer."

Dr Luciano Dalla-Pozza



Putting

the fun in













fundraising

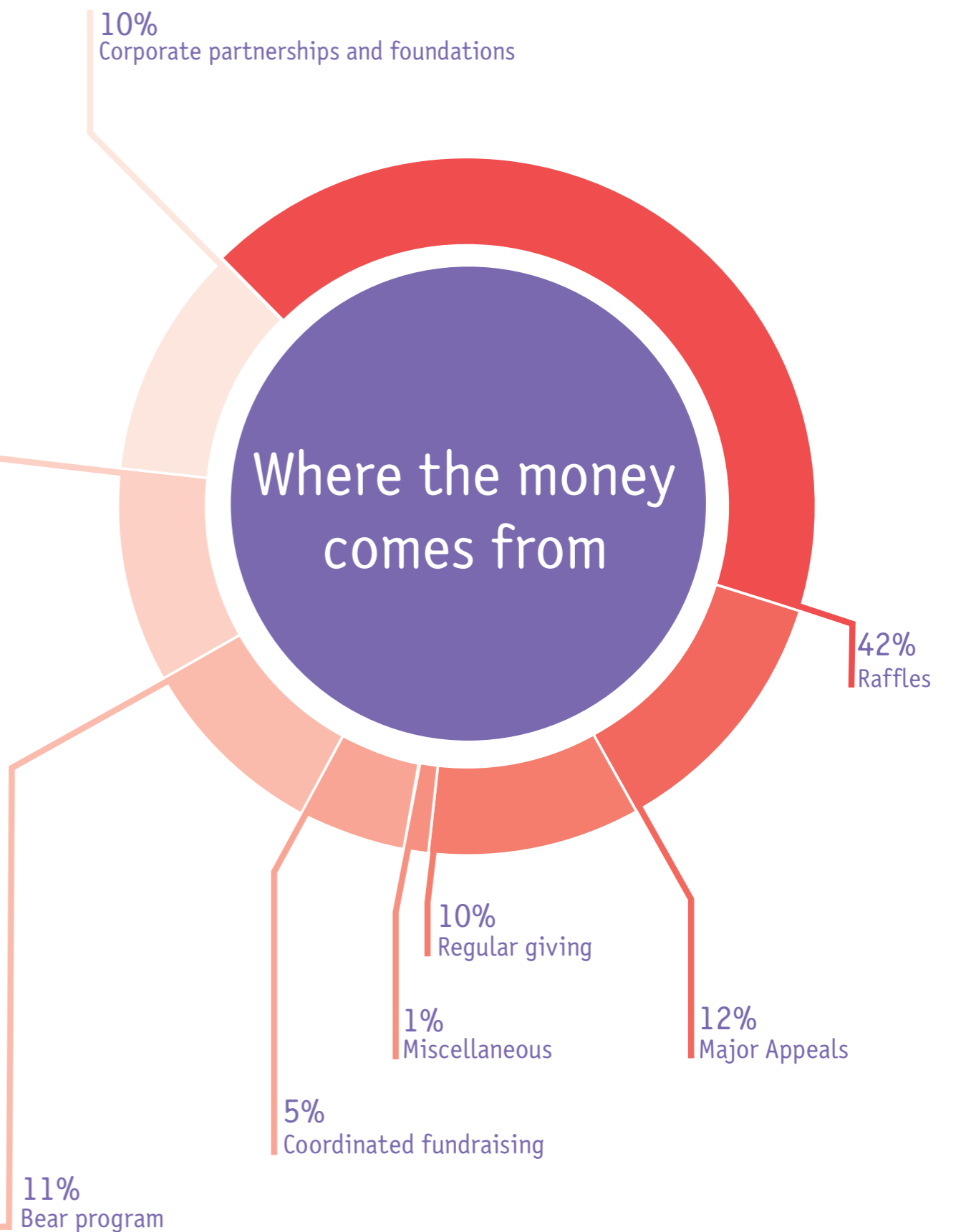
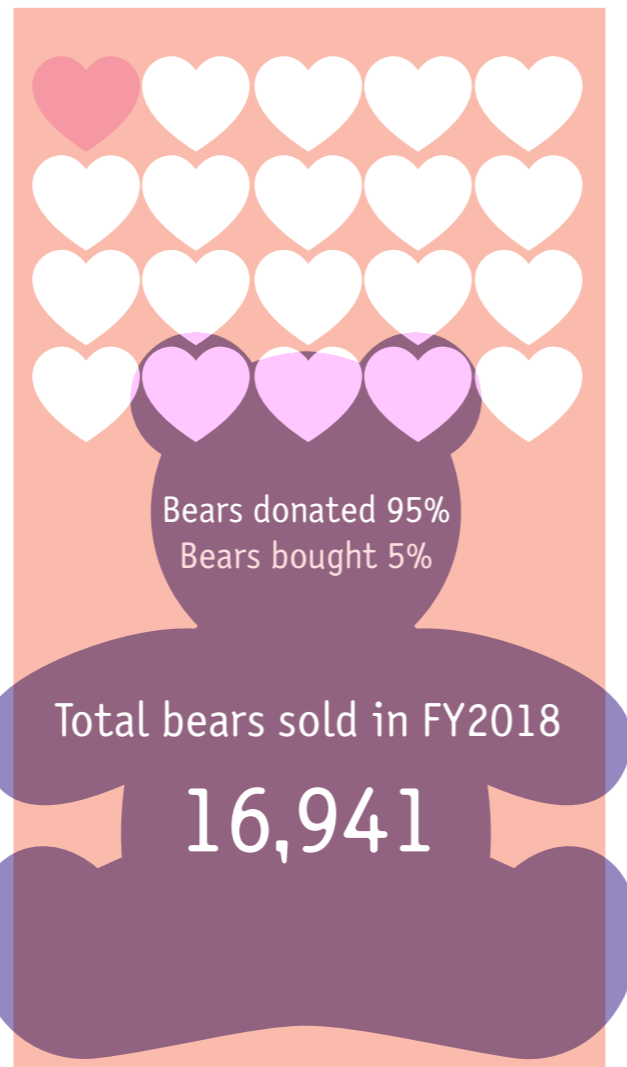
Total income

\$8.82 million

Community fundraising 10%

During FY2018, people from all walks of life set goals to raise money their way. In all, over \$820,000 was raised by people with community spirits and hearts of gold who played music, bounded around netball courts, held dinners, hit golf balls, ran, cycled, sailed, swam, scootered and even shaved their heads for kids with cancer.

-  Sailing
-  The Science Project
-  Running
-  Lose your locks
-  Golf
-  Gala events
-  Swimming
-  Trek & Travel
-  Cycling
-  Scooter challenge
-  Netball
-  Other community



Fundraising activities

The Kids' Cancer Project continued to strengthen performance and organisational sustainability through a variety of opportunities for engagement.

Major appeals

In FY2018, The Kids' Cancer Project launched a major appeal each quarter starting with Childhood Cancer Awareness Month in September featuring five-year-old Grace from Western Australia who was undergoing treatment for a rare type of leukaemia but still having fun when she could have days back at school.

At Christmas, we learned the Isham's heartbreaking news that five-year-old Ned's acute lymphoblastic leukaemia had relapsed. At Easter, we met fifteen-year-old Alex Rizzo a survivor of medulloblastoma who doesn't let the disease he had as a toddler define him.

Then at the end of the financial year, Dr Luciano Dalla-Pozza of The Children's Hospital at Westmead wrote to donors sharing his distress that despite medical advances, children are still dying of cancer - children like Evie Weir and Zach Dalco whose mothers bravely told their stories.

The total donation income from all appeals totalled over \$1 million, holding steady with results from the previous financial year.

Raffles

In partnership with Apple Marketing Group for telemarketing services and Suttons Motor Group for vehicle prizes, four raffles took place in FY2018 delivering over \$3.5 million in revenue. The strategic role of this fundraiser is to provide an easy introduction for new donors to The Kids' Cancer Project, and as operating costs continued to be scrutinised by the charity, long-term objectives were deployed to convert loyal raffle supporters to the regular giving program.

Bear program

Teddy bears with The Kids' Cancer Project moniker continued to bring comfort to sick children around Australia while simultaneously delivering income for investment in scientific research during the last financial year. The bear program's supporter base experienced growth due to an increase in the number of hospitals involved, a social media advertising campaign and special offers throughout the year.

In all, over 15,900 of the cuddly, plush bears were donated nonynously to children in 70 hospitals right across the country. In addition, another 964 teddies were sold. In FY2018 more than \$940,000 was generated through bear program supporters.



Regular giving

Consistent and reliable donor support allows the charity to make long-term commitments. It is also the most efficient and sustainable form of giving. In FY2018, the organisation encouraged existing donors to give regularly. This resulted in \$900,000 worth of donations, an increase of 45 per cent year-on-year.

Coordinated fundraising

Write a Book in a Day experienced exceptional growth in FY2018. The annual creative fundraiser had a registration uplift of 14 per cent and a 22 per cent increase in fundraising revenue year-on-year. In fact, sponsorships generated by participants totalled close to \$250,000. TJS Services provided corporate support by covering the registration fees of several teams of disadvantaged students. To successfully administer the expanding popularity of this initiative, enhancements to the competition website in FY2019 will include a new judging portal.

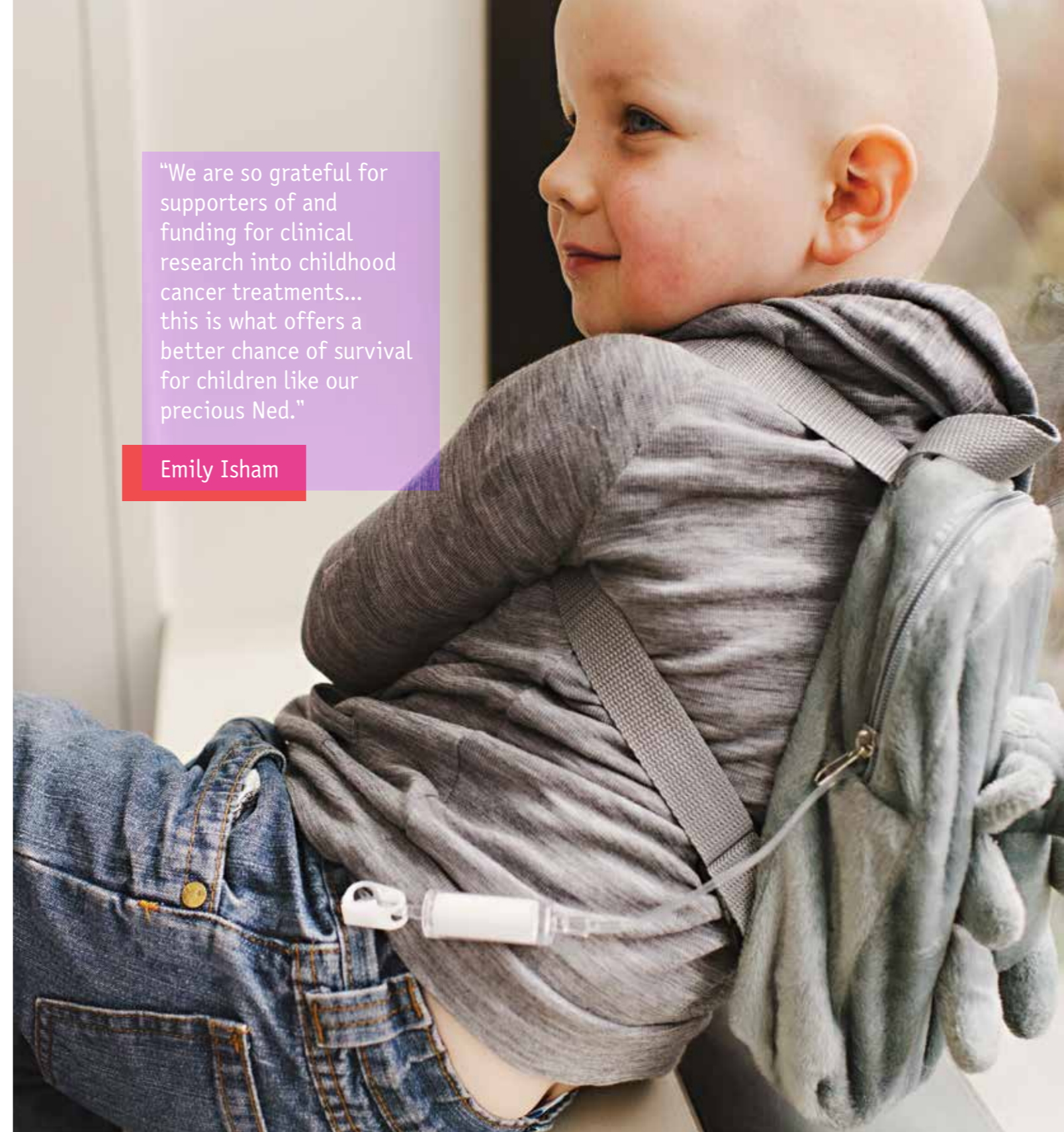
Strangers became fast friends when they chose to trek in Nepal and raise money for the charity. In November, an intrepid crew met in Kathmandu to be led by Tim Blair, a passionate advocate of The Kids' Cancer Project, on a twelve day adventure that would take them high into the Himalayas to catch glimpses of mighty Everest. Then in January, Professor Peter Gunning led a group to trek Tasmania's Cradle Mountain. Each person had their own fundraising goal and reasons behind participating; a tribute to a child affected, a personal challenge, love of the outdoors, the chance to get a new perspective. Together they raised more than \$41,000.

Proving Cupcakes 4 a Cure is still the sweetest community fundraiser, benevolent bakers around the country cooked up over \$54,000 for childhood cancer research, a 50 per cent increase on the year prior. A new visual rebranding for the campaign, dedicated website along with magazine advertising space donated by Bauer Media and News Life Media all contributed to the campaign's success.

On the second Friday in June, The Kids' Cancer Project and The Adventurers in Western Australia collaborated to bring Pirate Day Friday to life for the fourth year running. The campaign, which raises money for childhood brain cancer,

"We are so grateful for supporters of and funding for clinical research into childhood cancer treatments... this is what offers a better chance of survival for children like our precious Ned."

Emily Isham



kicked off in February with a digital communications strategy including advertising and email marketing that generated a 35 per cent increase in participation numbers and in turn translated into donations totalling more than \$70,000.

On 1 September, Childhood Cancer Awareness Month began with a candlelight vigil outside the Sydney Opera House. As darkness fell across the harbour city, the iconic sails were lit gold in tribute to all children diagnosed with cancer including kids in treatment, those living with the long-term effects and those who have sadly passed away.

Through advertising space generously donated by Fairfax Media, along with email, social media marketing, The Kids' Cancer Project asked for donations. Gold ribbons quickly sold out to eager supporters across the country. On Friday 15 September, Australia's sporting greats gathered for a luncheon overlooking Sydney Harbour at The Museum of Contemporary Art. The event raised over \$110,000.

The community must be applauded for this incredible effort. Together we enable scientists to learn more about childhood cancer and develop kinder, more effective treatments for it.

In praise of community

Every year, thousands of ordinary Australians step up and raise funds to help children with cancer. They are all heroes in our eyes. Here are just a few of their stories.

Running for life

"I always tell my supporters when I run the City2Surf that it is very tough, but not as tough as what a child goes through when fighting cancer," said John Bakker whose son, Tom, was diagnosed with T cell lymphoma at 12 years of age and is now 26.

The dad from Goulburn, NSW took up running seven years ago to get fit and used the opportunity to raise money for childhood cancer research. On Sunday 13 August 2017 as he ran from Sydney city to Bondi in a Superman suit and raised \$1,300 for The Kids' Cancer Project.

September to remember

The following September brought the best out of the charity's supporters, particularly Annabelle Wright of Oxley, ACT who used the month to do something truly heroic.

To celebrate her five years in remission from acute myeloid leukaemia, the 8-year-old decided to raise money to help other children just like herself, by walking up Canberra's Mount Taylor as many times as she could for Childhood Cancer Awareness Month.

Through minimum temperatures of minus six and highs in the thirties, Annabelle climbed 30 times accompanied by her proud family, raising over \$13,500 in the process.

The joy of giving

One of the hottest events on Sydney's Sutherland Shire's social calendar is the Shine Bright for the Kids fundraiser. Jane Stapleton and her brother Stuart masterminded the gala dinner after meeting Col Reynolds in 2013.

The super siblings hosted 210 people at the St George Motor Boat Club on 22 September. Tickets sold out three weeks prior and the night netted \$75,000 for science.

Fitz's Challenge, Canberra's toughest cycling event, was held on 29 October 2017 but it didn't break 17-year-old David Guinane of Melba, ACT who pedalled with purpose.

"It's important to invest in research because I believe a cure for cancer will eventually be discovered and I want to do what I can to speed up the process," said David.

David raised \$1,145 in an 11 week fundraising campaign and was genuinely surprised with the result.

"My family and friends were really supportive, everyone donated," he said. "I was surprised by the generosity; I thought people might just donate small amounts."

"I believe a cure for cancer will eventually be discovered and I want to do what I can to speed up the process."

David Guinane

On 30 October, Erin Moloney turned 11 and lost her locks for kids with cancer. The tween from Merricks, Victoria had long wavy hair, but her one birthday wish was to cut it all off to help others. In July, she set herself a goal of \$500, which was smashed within one day of sharing her fundraising page among friends and family. With help from her dad Ryan, fondly known as Toadie from Network Ten's Neighbours, Erin's story hit the news and she raised over \$6,000.

Wedding bells were ringing for Emma and Joseph of Melba, ACT on 25 November and in a remarkably selfless gesture they donated the \$3,000 that their guests gave them on the day. The 27-year-old bride was diagnosed with acute lymphoblastic leukaemia when she was just 14. Emma still vividly remembers her cancer journey as well as all the kids she met on the way.

"When I was going through treatment some of my friends survived their cancers and others unfortunately did not," she said. "That's why it was so important to both Joseph and myself that we donated. We don't want other children with cancer to miss out on growing up."

"I feel so incredibly lucky to have been able to experience some of life's most wonderful joys, such as getting married," said Emma. "In my speech I pointed out that I wouldn't have met half the people there if I had passed away as a teenager."

Star trekker

In March, nine-year-old James Rutten of Bridgetown, WA raised more than \$7,000 to help kids with cancer by trekking 41 kilometres along the Bibbulmun track.

"My mate Declan lost his battle with cancer in May 2017," James shared on his fundraising page. "I am doing this hike to honour him and his bravery. I would like to raise as much money as possible so the scientists can find a cure for cancer and better treatments for kids."

Everyone in the state seemed to be talking about the plucky primary-schooler, even West Australia's Minister for Health, the Honourable Roger Huge Cook MLA, who made a statement in Parliament about James and his fantastic work.

Personal best

Maxwell Allport of Helensvale, Queensland gave his all when he swam the World Series Swim three kilometre Cooly Classic on 13 May. The fourteen year old had two personal bests that day, raising \$1,300 for children's cancer research and swimming faster than 45 minutes.

"Thank you to everyone that has supported me in raising funds for The Kids' Cancer Project," Maxwell wrote after the race. "Today was an awesome experience and it was great knowing I had the support of you all behind me."

We couldn't have said it better ourselves. Thank you to everyone who has raised funds for The Kids' Cancer Project in the past financial year; quite literally, it's only with the support of all of you behind us that we can achieve our goals.



CLOCKWISE FROM TOP LEFT: ANNABELLE WRIGHT SUMMITS MT TAYLOR. SHINE BRIGHT FOR THE KIDS ORGANISERS WITH COL REYNOLDS AND OWEN FINEGAN. EMMA AND JOSEPH TIE THE KNOT. MAXWELL ALLPORT PREPARES FOR HIS SWIM. JAMES RUTTEN AND FRIENDS ON THEIR FUNDRAISING TREK. ERIN MALONEY STILL SMILING AFTER LOSING HER LOCKS. JOHN BAKKER CELEBRATES FINISHING THE CITY2SURF AND A VICTORY FOR CHILDHOOD CANCER RESEARCH.

Corporate partnerships

Collaboration is the key to finding better treatments for all children affected by cancer. Community-minded businesses are making a meaningful difference.

Official partners

The financial year kicked off with a celebration when Smartline Cleveland held their annual Christmas in July fundraiser on 21 July 2017. Karen Le Comte, Director of the mortgage brokerage, described the evening as the biggest and best event yet with more than \$31,000 raised for childhood cancer research in the space of five hours.

The charity's long-term partnership with Bayer continued with \$25,000 donated. All year the pharmaceutical giant was involved in workplace giving, corporate sponsorship, staff volunteering and fundraising. The company also generously contributed to an event at Parliament House, Canberra to engage parliamentarians in the lead up to Childhood Cancer Awareness Month.

In September at the charity's annual Sporting Heroes luncheon, DrinkScene launched YPURA Natural Spring Water with packaging featuring The Kids' Cancer Project logo and artwork by children diagnosed with cancer. The initiative resulted in positive brand exposure and an \$8 donation from DrinkScene for every carton sold. At the end of the financial year, \$12,000 had been banked to fund vital scientific research.

As well as being part of Optus' Workplace Giving Program in the past financial year, The Kids' Cancer Project was appointed official charity partner of *Yestival*, the telco's family fun days for employees that run throughout summer around the country. The events supported bold scientific research through the generous donation of \$30,000.

In January 2018, TJS Services (who would later re-brand as Facilities First) and The Kids' Cancer Project found synergy with schools resulting in the cleaning and maintenance provider giving \$20,000 for the charity's annual national *Write a Book in a Day* competition, which encourages leadership, teamwork and literacy skills among students.

Suttons City Rosebery, NSW, once again generously assisted with the provision of eight motor vehicles, which were major prizes in raffles held throughout the financial year, ensuring more money went directly towards funding childhood cancer research. The cars along with proceeds of an end of year sale resulted in more than \$40,000 of support to the charity.

On Saturday 26 May 2018, Fantastic Furniture opened their hearts to kids with cancer when they relaunched their

Campbelltown store. All the retailer's stores in Greater Western Sydney sold raffle tickets to help raise more than \$15,000 in one day.

The Kids' Cancer Project and Lorraine Lea announced a three-year deal in January 2018. In June, Lorraine Lea's month-long *Party for Kids with Cancer* fundraising appeal ran nation-wide, with all proceeds going toward life-saving research to find the best treatment options with the fewest side effects for children diagnosed with the most aggressive forms of childhood cancer. Independent Stylists and party hosts came together to raise a total of \$147,056 to help fund childhood cancer research.

Associations in partnership

The Air Conditioning and Mechanical Contractors' Association (AMCA) proudly supported The Kids' Cancer Project in FY2018 through annual fundraisers, golf days, member donations and their national conference at Hamilton Island. All their efforts resulted in a contribution of \$90,000 that went directly to a new state-wide children's and adolescent/young adult cancer clinical trials unit at Royal Hobart Hospital.

The Facility Management Association (FMA) generously donated almost \$30,000. The money was raised throughout the year at golf days in each state, a national conference in Cairns, a Melbourne Cup Day luncheon in Sydney and an awards night in Melbourne.

Community partnerships

Netball NSW and The Kids' Cancer Project celebrated a decade of partnership in FY2018. Sixty-nine associations across NSW took part in

Crazy Hair & Sock Day in June 2018, raising more than \$65,000, the highest amount since the annual dress up day started eight years before.

On Saturday 5 May, the Vodafone Super Rugby match at Brookvale launched NSW's Positive Rugby Foundation and a partnership between NSW Rugby and The Kids' Cancer Project. The charity round generated awareness of the cause to some 15,000 fans in attendance. In the next financial year, rugby union clubs around the state will take part in Crazy Hair & Sock Days to raise funds for scientific research.



Trusts and foundations

Support from QBE Foundation continued for the second of a three-year agreement. In FY2018 the foundation donated \$100,000 that was directed to research to find better treatments for children with diffuse intrinsic pontine glioma and to provide access to clinical trials.

The Kids' Cancer Project received a grant of US\$33,000 (approx. AU\$42,030) from The UPS Foundation. The grant was used to fund *Ready, Steady, School*, a study driven out of UNSW Sydney by Dr Joanna Fardell aimed to develop an online support program for children and adolescents with cancer who are returning to school.

Thyne Reid Foundation committed \$112,385 per annum for two-years specifically to fund a new staff member at The Kids' Cancer Project. The newly created Campaign Manager role will be responsible for launching Project Kids,

a program aimed at empowering school students and fostering the belief that one person can make a difference to their community.

The Perpetual Foundation donated \$75,000 in support of Professor Byrne and Dr Dalla-Pozza's research into gene mutations in childhood cancer patients at The Children's Hospital Westmead.

Throughout the financial year, the charity was also successful in receiving funding from Commonwealth Bank's Community Grants, Cheung Family Foundation, The Beeren Foundation, and the Tim Blair Run for Kids Foundation.

CLOCKWISE FROM TOP LEFT: LORRAINE LEA CHEQUE PRESENTATION. NETBALLERS GET INTO THE SPIRIT OF CRAZY HAIR & SOCK DAY. QBE GRADUATES GET INVOLVED IN WRITE A BOOK IN A DAY. OSCAR BEAR WITH CAPTAIN FANTASTIC.

The Science Project

In FY2018, The Kids' Cancer Project undertook its largest community engagement initiative taking the founder, a retired coach driver, back to where it all started.

Big yellow bus

For the month of August, founder Col Reynolds OAM, got back behind the wheel and hit the road to tell as many Australians as possible that science is the solution for children with cancer. Premier Transport Motor Group gave the generous donation that made it all possible - a converted school bus, which they painted a bold shade of yellow and emblazoned with the charity's single-minded message - the solution is science. Fuelled by Caltex, the audacious road trip started in Col's home town of Townsville and over the course of 32 days made 42 stops as the team travelled south to Hobart.

One of the key purposes of the trip was to enable Col to meet folks who, just like him, have given their all in raising money for childhood cancer research. It was an opportunity for Col to thank these passionate advocates and encourage more Aussies to get behind fundraising initiatives that would make a real difference.

Fundraising events

A golf day in Coffs Harbour, a breakfast in Canberra along with gala events held by families touched by childhood cancer, like the Morses in Townsville, the Ramswarrups of Yepoon, the Jears in Newcastle and the Harmey family in Launceston collectively raised over \$100,000.

Through the generosity of the public as well as corporate donations from TJS Services, RAMS Home Loans, FMA and Software AG provided an additional \$220,000 in funds for childhood cancer research.

The pledge

But the road trip wasn't all about raising money. It was also an opportunity to increase awareness about childhood cancer and the work The Kids' Cancer Project is doing to overcome it. Throughout the tour, The Science Project team asked everyone to stand up for kids with cancer by signing a pledge. The campaign was further enhanced with digital and social media advertising so that people from every state could get involved.

In one month, more than 9,000 people around the country offered their support by saying, "I believe kids with cancer need science", and their names were printed in The Sydney Morning Herald and The Age in thanks.

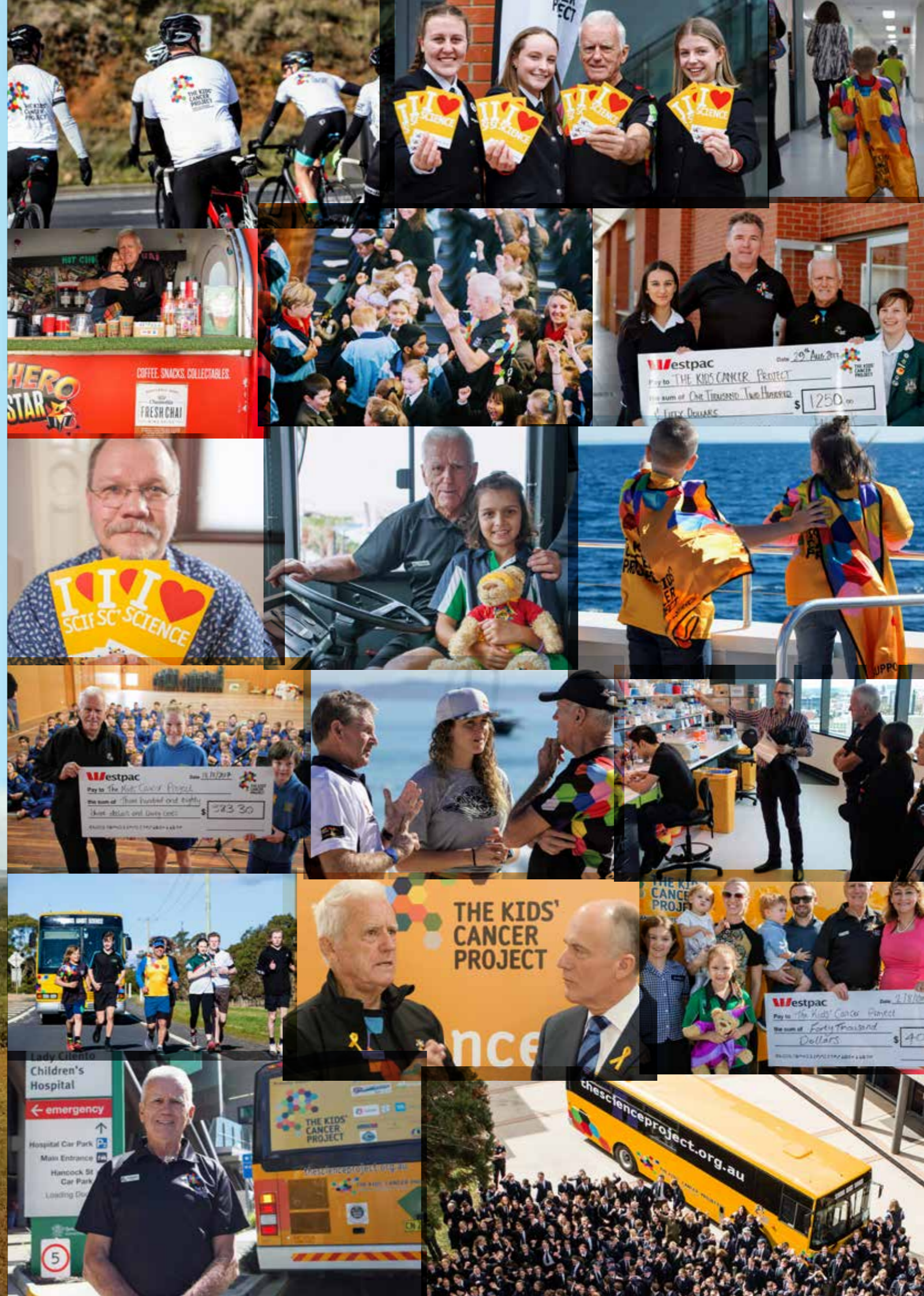
Back to the beginning

In a fitting start to Childhood Cancer Awareness Month, The Science Project's journey ended after 31 days and 9,800 kilometres at The Children's Hospital at Westmead on Friday 1 September. Col, flanked by his team, reached the hospital's front entrance to receive the warm embrace of Dr Luciano Dalla-Pozza, Head of the Cancer Centre for Children, the man who had told him two decades prior, that medical research was the only way to truly help the kids he was so desperate to save.

In an intimate lunch-time ceremony, Col presented a scroll including all the names of those who had pledged their support to Dr Luciano Dalla-Pozza. There wasn't a dry eye as both men reaffirmed their commitment and belief, that science is the solution for children with cancer.

Tour by numbers

- PR reached over 5 million people.
- Social media reached 3 million people.
- Engagement increased 76% year-on-year.
- Over \$400,000 raised.
- More than 7,000 new donor leads.
- Five new corporate partner leads.



13 facts about kids' cancer

Each year, 300,000 families around the world hear the harrowing news, "Your child has cancer". Help us raise awareness by sharing these startling facts.

1. Childhood cancer is not the same as adult cancer. Cancer in children is not strongly linked to lifestyle or environmental risk factors. The majority of childhood cancers remain poorly understood and the causes are unknown.

2. Childhood cancer is the number one disease killer of Australian children. Cancer is the second leading cause of death overall (following injuries) in children aged 1-14.

3. Every two minutes a child is diagnosed with cancer somewhere in the world. That's 300,000 kids around the globe every year.

4. Cancer incidence among Australian children and adolescents is higher in boys. On average per year, 567 boys and 453 girls are diagnosed.

5. The average age of a child diagnosed with cancer is six. But you don't have to be a child to be diagnosed with the disease; infants and pre-schoolers as well as adolescents and young adults (AYAs) can be affected by childhood cancer.

6. The most common kids' cancer in Australia is acute lymphoblastic leukaemia (ALL). ALL is followed by brain cancer and non-Hodgkin lymphomas diagnosed in children 0 – 14 years.

7. Sadly, three children and adolescents in Australia die of cancer each week. The death of a child has a devastating effect on families and entire communities.

8. Forty per cent of deaths result from tumours of the central nervous system which include brain cancer. Leukaemia accounts for 23 per cent of deaths and neuroblastoma eleven per cent.

9. In the 1950s, cancer was nearly always a death sentence for a child. Today, eight out of ten kids diagnosed with cancer will survive. However, these improvements are not across all types. For instance, brain cancer survival has stagnated at 50 per cent.

10. In 80 per cent of children with cancer, the cancer has already spread to other areas of the body by the time it is diagnosed. That's why so many children diagnosed with cancer need to begin treatment immediately.

11. Much of what we know about treating adult cancers has been learned from kids' cancer research. Some aspects of cancer treatment today, such as combination therapy, are able to be traced to paediatric cancer research.

12. There are over a dozen types of childhood cancer and hundreds of subtypes. The more rare types, when added together, account for about 30 per cent of cancers in children and adolescents. But because so few children are diagnosed with each type, it's very difficult to do research on these cancers.

13. Because of the treatments they had as kids, more than 99 per cent of childhood cancer survivors will have a chronic health problem and 96 per cent will have severe or life-threatening conditions. By the time they are 50, survivors of childhood cancer experience about five severe or life-threatening chronic health conditions on average.

COL AND EVIE AT THE SYDNEY OPERA HOUSE FOR CHILDHOOD CANCER AWARENESS MONTH 2017. SHE SADLY PASSED AWAY ON 19 DECEMBER THE SAME YEAR. WE'LL NEVER FORGET HER.









**THE KIDS'
CANCER
PROJECT**

Science. Solutions. Survival.

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