



**THE KIDS'
CANCER
PROJECT**

SURVIVAL STARTS WITH SCIENCE.



Annual Report

2023








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Front Cover:

Toby, sarcoma patient

-  [TheKidsCancerProject](#)
-  [KidsCancerProj](#)
-  [thekidscancerproject](#)
-  [the-kids-cancer-project/](#)
-  [thekidscancerproject.org.au](#)

Survival starts with science



Our vision:

To see 100% of children, adolescents and young adults survive cancer and live with no long-term health implications caused by their treatment.



Our mission:

To provide scientists with the funding they need to make discoveries, translate pioneering research, advance treatments and build support programs that will improve survival rates for all young people with cancer and allow them to thrive after treatment.



A message from our founder, Col Reynolds OAM



My life's work has been to increase survival rates for children with cancer. Leading into our 30th anniversary I'm heartened by the incredible innovations of our nation's best and brightest scientists. However, I am also aware that such breakthroughs could not have been accomplished without the help of many individuals working to achieve a common goal.

Innovative childhood cancer research has proved that survival starts with science, and thanks to increased philanthropic support discoveries continue to be made. Effective fundraising is based on strong relationships and good communication, and so our industrious family of staff works hard to continuously strengthen our engagement with our donors and partners.

Likewise, The Kids' Cancer Project Board of Directors' strategies play a vital role in our success. Thanks to the board's expertise we have been able to gain momentum in developing beneficial partnerships. The Research Advisory Committee's guidance cannot be understated as the projects we have funded have been thanks to their recommendations.

Over the years, hundreds of volunteers have contributed to our success by generously committing their time to help in a huge number of ways. Whether assisting in the office or at fundraising events they are integral to our mission. Special appreciation must also be given to our incredible donor community, as well as the special families who share their stories and our corporate partners.

It's only thanks to the generosity of so many thoughtful supporters that The Kids' Cancer Project has been able to fund the research that has seen survival rates increase to over 85% survival for most childhood cancers today. While this is a vast improvement I won't rest until 100% of kids survive their cancer without any long-term health challenges. I know our supporters feel the same way.

It's my solemn promise that we will honour this generosity and not give up until all children survive and cancer is relegated to the history books.

A handwritten signature in black ink that reads 'Colin Reynolds.' The signature is written in a cursive style.

Col Reynolds OAM
FOUNDER OF THE KIDS' CANCER PROJECT

A message from our CEO, Owen Finegan and Chairman, Kazuma Naito



Losing a child is a tragedy that affects parents and siblings, extended family, friends, and schoolmates – that is, all of a child’s community. Even survivors of childhood cancer are at high risk of adverse long-term health conditions due to their cancer and treatment. These include secondary cancers and a huge range of serious, chronic health conditions that lead to significant morbidity and mortality.

That’s why The Kids’ Cancer Project advocates for kids with cancer and childhood cancer research. As CEO and Chairman, we’re constantly aware of the enormous effort of our community in helping to make that research happen.

Knowing so many of our supporters, including childhood cancer survivors, have worked hard to make a difference by funding research is a humbling experience. After all, it’s thanks to our philanthropic community that we can achieve all that we do.

Our amazing community of supporters certainly have a variety of creative ways to raise funds. Some of these memorable moments include the de Kort Family’s Blue Bottle Trek, which involved riding 1,500km on jet skis to follow the wavy path of an actual blue bottle filled with tributes honouring their late daughter, Alana.

Among some other highlights are the adventurers who chose to walk the Lara Pinta Trail, those who took up The Better Challenge, and a teenager who lost his long locks to honour the best friend he lost to cancer.

We’re so proud of everything The Kids’ Cancer Project has been able to achieve over the past year, but it has not been done alone. We actively collaborate with like-minded organisations and the government and without the generous support of so many, we would not be able to seed-fund so many innovative projects led by outstanding researchers.

In particular, we want to express our sincere gratitude to our Research Advisory Committee, The Kids’ Cancer Project’s hardworking team, board and of course every single donor. And last but not never least, my sincere thanks to Col Reynolds, our Founder, without whom none of this work would have been possible.

Owen Finegan
CEO OF THE KIDS’ CANCER PROJECT

Kazuma Naito
CHAIRMAN OF THE KIDS’ CANCER PROJECT

The bear that shows people care



In hospital with her seriously ill three-month-old son, one mum was given a comforting sense of support from, of all places, a teddy bear.

It's no surprise that having just discovered their child has cancer, parents don't think to pack cuddly toys.

When the focus is on survival, when all thought is being given to major treatments and lifesaving surgery, life's little luxuries are quickly deprioritised. But actually, sometimes those little luxuries are the most important things of all, says Jenaya, mum of seven-month-old Toby.

Toby (pictured front cover) had been diagnosed with infantile fibrosarcoma, a large and often fast-growing tumour, soon after birth. Affecting his scapula, shoulder and the length of his arm, down to his wrist, the extremely rare tumour caused all sorts of challenges for specialists in Sydney and Brisbane, most of whom had never seen or treated such a cancer.

After several rounds of chemotherapy, and with the tumour showing few signs of slowing its growth, Jenaya and husband Joshua had to make a tough decision. They could agree to a surgical process in which their baby boy would lose his shoulder and arm, or sign him up to an even stronger course of chemo. Jenaya says:

"When he was just three months old, we had to make that decision."

"We initially decided to go with the surgery, but pulled out two days prior because we found out the risk of the cancer recurring at the site of the amputation was greater than the risk of it spreading during the chemo course. So, we decided to give the chemo two cycles. If it grows more, we'll go to surgery."

It was at the time of the potential surgery that Toby received a wonderful gift, one that meant more to Jenaya and her son than they could ever have imagined – Toby received a The Kids' Cancer Project bear. It had been donated by a kind supporter, with proceeds going to the support of kids' cancer research. Jenaya continues:

"The bear was as big as Toby was. He loved it straight away and it has been beautiful to see the bond become stronger between Toby and the bear, as Toby grows. As he gets older – Toby is seven months old, now – he's been interacting more with the bear. He sits and talks with it. He plays with it a lot. He crinkles its ears and loves looking in the little mirror attached to its shirt."

Just as important as the happiness offered by the bear, and the distraction from endless medical procedures, is the sense of hope that came with it, Jenaya says:

"It's a beautiful way to discover that there are people out there, who you probably don't even know, who are thinking of you and supporting you."

"At the same time, they're supporting the research that's bringing answers to serious medical questions and saving kids' lives. I think the bears from The Kids' Cancer Project don't just bring huge comfort to your little one, but they also bring comfort to parents. The bear proves there are other people out there fighting for our children's lives."

Meet our Board of Directors

The Kids' Cancer Project's Board of Directors is made up of a diverse range of industry-leading professionals, each bringing a unique skill set to aid with our leadership, strategic direction and governance. Our board is also responsible for The Kids' Cancer Project's overall performance and compliance.



Patron: Her Excellency The Honourable **Margaret Beazley**, Companion of the Order of Australia, King's Counsel, Governor of the State of New South Wales in the Commonwealth of Australia.



Richard Caldwell was a Chartered Accountant with Ernst & Young before moving to Stockbroking.



Chair: Kazuma Naito most recently served as a Managing Director and the Head of Sales and Marketing for JP Morgan Australia and New Zealand for their Markets and Custody businesses.



Jessie Glew is Joint Managing Director and Chief Operating Officer for BlackWall Limited and its funds.



Founder & Director: Col Reynolds OAM was a tourist coach driver for 30 years before founding The Kids' Cancer Project in 1993. In 2000 Col was awarded The Medal of the Order of Australia (OAM).



Tim Rose is the Director of Sales for Nine Plus, a national sales team within Australia's largest media organisation.



Debra Singh is the former Group CEO of Household Goods for Greenlit Brands overseeing Fantastic Furniture, Plush, OMF, and Freedom.



Sue Anderson is the founder and director of the management consulting firm, Co Squared. Sue's specialty lies in applied innovation to support government, property, and broad business sectors.



Simmone Reynolds is an officer in the Australian Army and a founding director on The Kids' Cancer Project board.

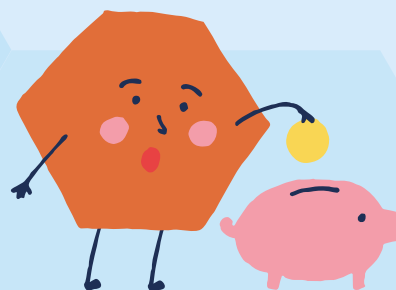


Tim Blair is the founder of the Run for Kids Foundation, a philanthropic venture he started in 1994 after a diagnosis of epilepsy.

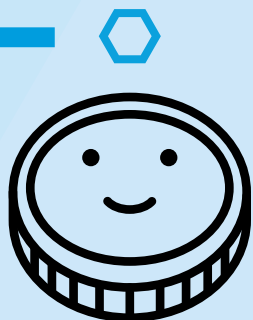


Cathryn Prowse is a law partner at Colin Biggers & Paisley practising both insurance and employment law. She is in the 2018, 2019 and 2020 editions of The Best (insurance) Lawyers in Australia.

Funding vital research



In FY22-23, thanks to the support of our incredible community, The Kids' Cancer Project invested over \$3.3m in dozens of research projects around Australia.



\$3.3M
Total research funded

Research projects funded

x43



Research Project Pillars



Discover: 21



Translate: 7



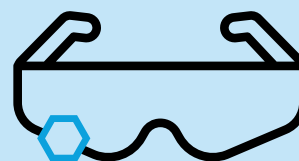
Build: 2



Support: 13

x49

Scientists supported



Cancer types

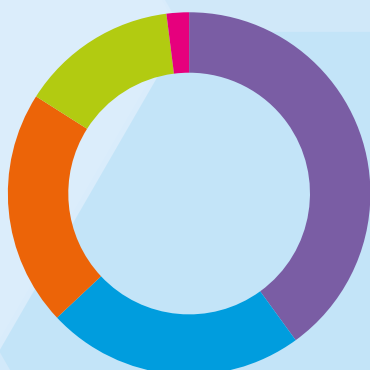
17 X OTHER TYPES (40%)

10 X SARCOMA (23%)

9 X BRAIN CANCER (21%)

6 X LEUKAEMIA (14%)

1 X NEUROBLASTOMA (2%)



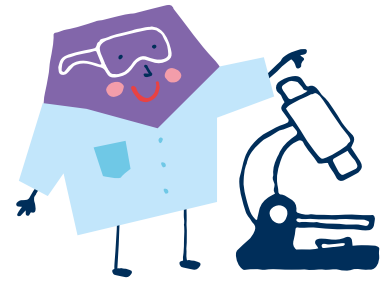
x24

Australian institutes

New South Wales
Queensland
South Australia
Tasmania
Victoria
Western Australia

Where the money was invested in FY23

The Research Advisory Committee



To ensure donor funds are distributed fairly, efficiently and reach the correct researchers, The Kids' Cancer Project has a voluntary committee of experts to determine our research investments.

The Research Advisory Committee is comprised of eight scientists from across Australia and the USA, each an expert in their respective field of research, who volunteer their time to independently review all grant applications. The rules of the peer review process prohibit committee members from endorsing their own projects. The committee's recommendations are handed to the Board which ultimately determines the projects funded so generously by our donors.

The Research Advisory Committee members are:

- Chair: Associate Professor David Ziegler, Children's Cancer Institute and UNSW
- Dr Timothy P. Cripe, Nationwide Children's Hospital in Columbus, Ohio
- Professor Murray Norris AM, Children's Cancer Institute, UNSW Centre for Childhood Cancer Research
- Dr Brenda Weigel, University of Minnesota
- Professor Jonathan G. Izant, Yale School of Medicine, Garvan Institute, QUT, Johnson & Johnson, and the Bill & Melinda Gates Foundation
- Associate Professor Andrew Moore, The University of Queensland's Faculty of Medicine and Queensland Children's Tumour Bank.
- Dr Justine Stehn, Chris O'Brien Lifehouse
- Dr Jordana McLoone, Deputy Director of Behavioural Sciences Unit, Kids Cancer Centre, Sydney Children's Hospital

Our four pillars of research:



DISCOVER:

Hypothesis-driven, innovative research that will improve our understanding of the underlying mechanisms of childhood cancer and identify novel, safe, and effective new treatment strategies.



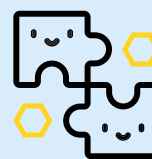
TRANSLATE:

High-quality clinical research programs and processes that are informed by discovery research will directly translate to a patient benefit and facilitate equal access to clinical care.



SUPPORT:

Supporting children with cancer and their families through research programs and strategies that reduce the long-term toxic effects of cancer treatment and help to improve long-term quality of life.



BUILD:

Build resources, infrastructure, and research tool kits that will facilitate high-quality research and future-proof the childhood cancer research landscape.

Col Reynolds Fellowships



With a total investment of over \$7.9 million, The Kids' Cancer Project is ensuring that some of the best and brightest researchers in Australia can further their careers and most importantly, their impact on childhood cancer research.

Less than 5% of government funding goes to support early-career researchers and only 3.5% of mid-career researchers (6 to 15 years post-PhD) will continue their career in research. This leads to many of the best and brightest young researchers leaving the research community, negatively impacting the pipeline of future early to mid-career cancer researchers in Australia.

In turn, fewer researchers means less pioneering research to help give kids with cancer the best chance of survival. With funding so hard to obtain, financial decisions can sadly stand in the way of promising research careers.

The Col Reynolds Fellowships aims to change that by encouraging talented young researchers by supporting PhD students, early and mid-career researchers and young clinicians.

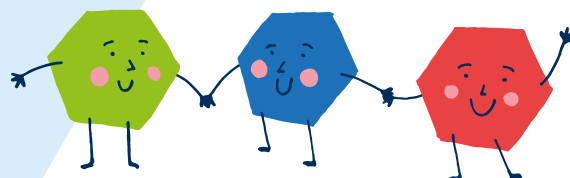
Focusing funding on Australia's next generation of scientists from the early stages of their careers is crucial to expanding our knowledge across all childhood cancers and reaching a day when 100% of kids with cancer survive and thrive after treatment.

"THE COL REYNOLDS FELLOWSHIPS RECOGNISE THAT INNOVATION IS THE ONLY WAY A FUTURE CURE WILL BE FOUND. WE ARE PROUD TO HELP POWER THE PIPELINE OF PIONEERING SCIENTISTS WHO WILL BE ABLE TO BUILD ON WHAT HAS ALREADY BEEN ACHIEVED."

OWEN FINEGAN, CEO

A total of
25 Fellows
funded by
2028

\$7.9
million
total
investment



Meet the Col Reynolds Fellows

The first round of funding saw 14 talented researchers receive funding totalling \$4.581m, with the remaining \$3.3m to be invested in even more researchers by mid-2024. The first round saw three early-career scientists, four mid-career researchers, two clinical fellowships, three clinical fellowships and four PhD top-ups.

Dr Aaminah Khan

Early-Career

Dr Aaminah Khan is an early-career researcher at the Children's Cancer Institute in the brain tumour group and a conjoint associate lecturer at the University of New South Wales.



Dr Kenny Ip

Mid-Career

Dr Kenny (Chi Kin) Ip is a molecular neuroscientist and senior research officer at the Children's Cancer Institute who has extensive expertise in neurophysiology and functional genetics.



Dr David Mizrahi

Early-Career

Dr David Mizrahi is a Research Fellow at The Daffodil Centre, The University of Sydney, a joint venture with the Cancer Council NSW.



Dr Katherine Pillman

Mid-Career

Dr Katherine Pillman is a passionate computational biologist. Beginning her career as a molecular biologist, she has always been fascinated by how genes can control how cells work, grow and behave.



Dr Karin Plummer

Early-Career

Dr Karin Plummer holds a joint appointment at Griffith University and the Children's Hospital Queensland Department of Anaesthesia and Pain.



Dr Teresa Sadras

Mid-Career

Dr Teresa Sadras is a molecular biologist with more than ten years of experience in the signalling networks that are deregulated in blood cancers.



Dr Noa Lamm-Shalem

Mid-Career

Dr Noa Lamm-Shalem is Head of the Nuclear Dynamics Group at the Children's Medical Research Institute and a lecturer at the University of Sydney.



Dr Rachael Lawson

Clinical Fellowship

Dr Rachael Lawson is a researcher at the forefront of the field of precision medicine and a passionate clinician working with Children's Health Queensland.



Dr Marion Mateos

Clinical Fellowship

Dr Marion Mateos is an early career clinician-researcher and paediatric oncologist, with appointments at Sydney Children's Hospital Randwick and the University of New South Wales.



Dr Joseph Yuan-Mou Yang

Clinical Fellowship

Dr Joseph Yang is the lead clinical scientist of a translational neuroimaging program embedded in the Department of Neurosurgery at the Royal Children's Hospital in Melbourne, Australia.



Dr Hannah Walker

PhD Scholarship

Dr Hannah Walker completed her training as a paediatric oncologist at The Royal Children's Hospital in 2023.

Dr Walker's current research focuses on improving our understanding of pulmonary complications that occur post-hematopoietic stem cell transplant (HSCT).



Jacqueline Hunter

PhD Scholarship

Jacqueline Hunter is a PhD candidate at the University of Melbourne's Psychosocial Health and Wellbeing Research (emPoWeR) Unit and a research officer at the University of New South Wales Behavioural Sciences Unit.



Philipp Graber

PhD Scholarship

Philipp Graber is currently pursuing a PhD at the Children's Cancer Institute focusing on the study of paediatric high-grade gliomas, an aggressive type of childhood brain cancer, using 3D bioprinting technologies.



Megumi Hui Ai (Meg) Lim

PhD Scholarship

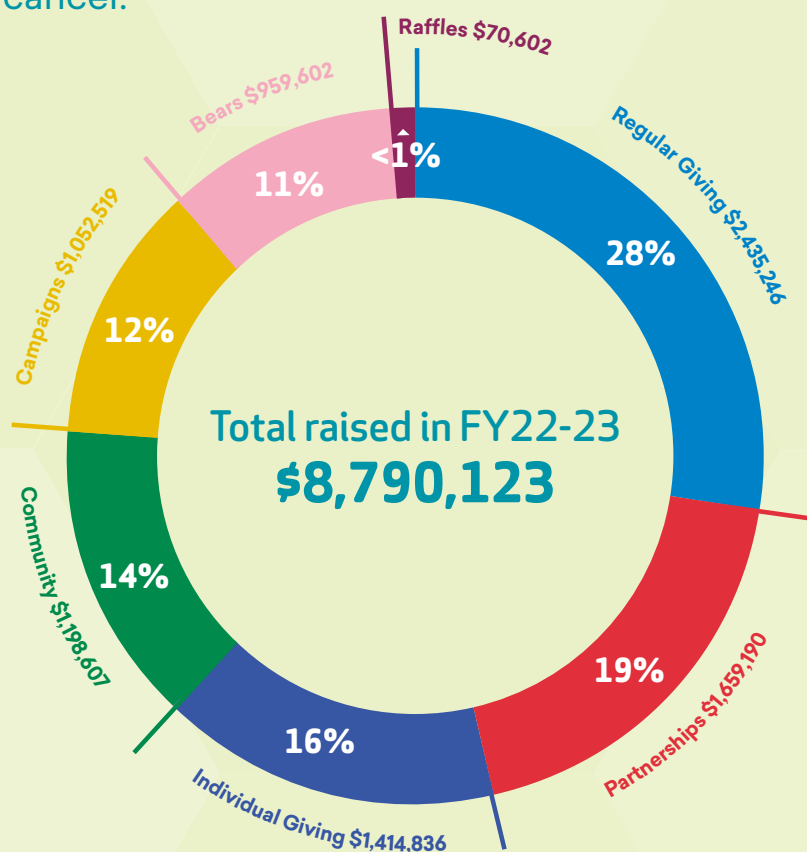
Meg Lim is an aspiring cancer health economist, with a clinical background in radiation therapy. Meg's current PhD research, now being funded in part by a Col Reynolds Fellowship from The Kids' Cancer Project, explores the financial impacts of childhood cancer on families.



How we raised funds in FY22-23



In FY22-23, we raised almost \$8.8m through a wide range of fundraising streams. From generous donations to our corporate events and our creative community fundraising initiatives, each dollar raised is vital to helping more kids survive cancer.



Partnerships:

Corporate Partners	\$1,203,743
Trusts & Foundations	\$336,960
The Better Challenge - Corporate Matching	\$118,487

Regular Giving:

Donations	\$2,435,246
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Individual Giving:

Bequests	\$315,950
Major Gifts	\$284,693
Direct Mail	\$814,193

Campaigns:

Write A Book in a Day	\$877,021
Pirate Day	\$125,352
Crazy Hair & Sock Day	\$46,190
Cupcakes 4 a Cure	\$3,956

Community:

The Better Challenge	\$200,951
K'day	\$171,688
The Bloody Long Day	\$70,845
Blue Bottle	\$189,392
Superhero Scooter Challenge	\$83,233
Lose Your Locks	\$37,847
Whale Tales	\$76,914
Other Community Events	\$367,737

Bears:

Sales	\$959,602
Sold	15,117
Donated	95%
Purchased	5%

Raffles:

Ticket Sales	\$70,123
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Individual Giving



Our donor community is integral to the success of The Kids' Cancer Project. Without such loyal supporters, we simply wouldn't be able to fund childhood cancer research.

The Individual Giving team is responsible for the full journey of all donors, they empower donors by offering them choices, highlighting their impact and of course, by showing gratitude.

Major Gifts – We're so appreciative of our major donors for their incredibly generous giving. Their significant gifts support our work by providing matching funds and sometimes by funding entire projects.

Bequests – Leaving a gift in your Will is a thoughtful way to ensure future generations of children will benefit from pioneering Australian research. We're honoured to have been included in dozens of people's Wills, and very grateful to those currently taking the time to consider a gift to us in this way.

Bears – Donating a bear to a child in a hospital provides physical, mental, and emotional comfort as well as supporting medical research into childhood cancer.

Regular Giving – One of the most effective ways to support our work is with a monthly gift, allowing us to plan our support for projects knowing that we have funding to rely on.

Donations – Donations come in all shapes and sizes, but every single one helps researchers develop more effective and less harmful cancer treatments for kids.

"I'M INCLUDING A GIFT IN MY WILL BECAUSE I BELIEVE ALL CHILDREN SHOULD HAVE THE CHANCE TO GROW UP, FREE FROM CANCER."

– Col Reynolds OAM,
Founder of The Kids'
Cancer Project

THE BEARS FROM THE KIDS' CANCER PROJECT DON'T JUST BRING HUGE COMFORT TO YOUR LITTLE ONE, THEY ALSO BRING COMFORT TO PARENTS. THE BEAR PROVES THERE ARE OTHER PEOPLE OUT THERE FIGHTING FOR YOUR CHILD'S LIFE."

– Jenaya, cancer patient
Toby's mother



Corporate Partnerships

We're incredibly thankful to have such a committed and generous range of corporate partners, each going out of their way to support kids' cancer research. Each partner's support is a testament to their desire to effect meaningful change through their work by nurturing invaluable Australian childhood cancer research.



For the fifth consecutive year, Lorraine Lea hosted its month-long Party for Kids with Cancer fundraiser. The campaign's support was reallocated from the Zero Childhood Cancer Program to bolster Professor Brandon Wainwright's brain cancer research. Lorraine Lea is a family-owned business who, after being personally touched by cancer, remain resolute in their mission to make a difference in childhood cancer and continue to expand their support for The Kids' Cancer Project.



Each year, Bromic ingeniously devises new ways to champion The Kids' Cancer Project and engage their staff, customers, and suppliers. In keeping with tradition, Bromic once again orchestrated a creative fundraising event that involved all their staff and families, aptly named The Amazing Bromic Challenge.



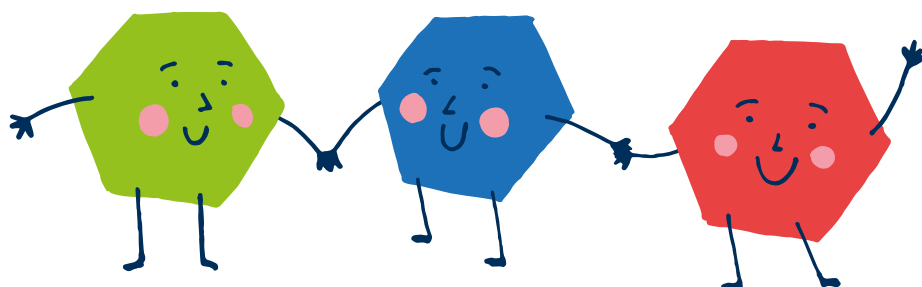
Also in their fifth year of partnerships, the team at Rams proudly made generous donations and explored innovative avenues of support. They renewed their role as a matching partner for The Better Challenge, enabling The Kids' Cancer Project to generate additional funds. Rams collaborated for the third consecutive year on our charity golf day ensuring everyone enjoyed another highly successful event.



Since 2019, Rondo has been a generous partner, committing to raising funds through a variety of activities within their Australian operations. Rondo actively participates in our golf events as well as local initiatives aimed at raising both funds and awareness for The Kids' Cancer Project.



This medical logistics company deserves a special place of gratitude for delivering our cuddly teddy bears to hospitals along the eastern seaboard – all at no cost to The Kids' Cancer Project.



OUR OTHER AMAZING PARTNERS INCLUDE:

SAS and Colin Biggers & Paisley have also been steadfast in their support, providing invaluable pro-bono data insight and legal counsel. Both organisations have actively participated in our events and made substantial contributions to their success.

Myer Sydney City, Fast Automation, Express Glass, Sirron Holdings Group, Stylecraft and Bartercard continue to uphold their commitment to The Kids' Cancer Project by attending events, hosting fundraising events, contributing auction items, facilitating introductions, and significantly contributing to our fundraising efforts.

Partnership Associations

We are thankful for the following Associations who continue to thoughtfully support The Kids' Cancer Project. The Facilities Management Association (FMA) lent its support through an array of events in which they fundraised for The Kids' Cancer Project. The Air Conditioning and Mechanical Contractors Association (AMCA) took pride in offering their support, raising funds and awareness through their annual conference, member donations, and golf days. The Strata Community Association extended its support by hosting an annual NSW golf event for the second consecutive year, helping to raise funds and awareness for kids' cancer research.

Trusts and Foundations

Partnerships with trusts and foundations once again played a fundamental role in supporting medical research into childhood cancer. Thanks to their ongoing support The Kids' Cancer Project was able to contribute \$367,000 to specific research projects.

Perpetual Trustees once again supported research thanks to significant grants to support two pioneering research projects. The Collier Charitable Fund provided funding for one year in support of Associate Professor Joost Lesterhuis' ground-breaking research into Sarcoma treatment.

The charity was also awarded grants from The Oliver J. Nilsen Trust Fund, the Dalwood-Wylie Foundation, The James and Jutta Lauf Foundation, the Tim Blair Run For Kids Foundation, the Sarah Woolridge and Kathleen Burrow Memorial Fund and the JB Were Charitable Endowment Fund.

Our sincere thanks also to the Thyne Reid Foundation for providing six years of funding including recent support for a staff member to manage digital operations across the charity.

FY22-23
saw us host
more events
than ever before.
A huge thank you
to every single person
and organisation who
attended and made
donations to support
vital kids' cancer
research.

Christmas for a Cure

With over 400 guests in attendance, our flagship event raised over \$270,000



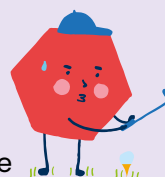
Women in Business

In September, our inaugural event championing Australian businesswomen kicked off in Brisbane



Golf Days

Our golf days continue to be ever-popular with this year seeing our first ACT event



Big Bids for Kids

The online auction proved a popular way for organisations to support us remotely





Millie's story

In 2018, Millie was diagnosed with cancer at just seven years old - her family was told to prepare for the worst. But with the help of a pioneering drug, Millie beat the odds and is now raising vital funds to help give other kids like her a fighting chance.

As a seven-year-old, Millie loved nothing more than hours bouncing on the trampoline, so it was no surprise to Erica and Kevin when their daughter began complaining of a sore shoulder.

By Boxing Day Millie was in excruciating pain. Tests carried out at Gold Coast University Hospital revealed a tumour behind Millie's Heart – so, without a minute to spare, her chemotherapy started that very evening. Despite enduring two rounds of intense treatment that left her unable to walk, Millie's chemotherapy wasn't working, and her tumour was growing aggressively. Millie's dad Kevin explains the heartbreaking severity of his daughter's illness:

"That's when the oncologist gave us options, and one was to bring Millie home and make her comfortable... It's one of those things no parent ever wants to hear."

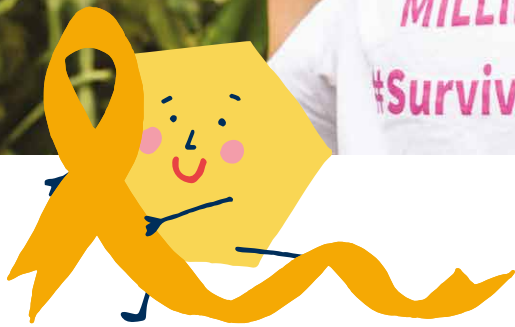
Thankfully, it never came to that. Because of research funded by kind people like you, new treatments are reaching kids like Millie when they need it most. So, Kevin and Erica pinned their last hopes of saving their little girl on a pioneering new chemotherapy drug.

"We were so lucky that Millie got Dr. Chris Fraser. He recommended a mix of three chemo drugs, including one that has been in a lot of new trials."

After an agonising wait to see the results, Millie's family learnt that the new treatment was an overwhelming success. She was now well enough to tackle the final hurdle on her road to recovery – a bone marrow transplant. Millie's two sisters, Georgia and Olivia, heroically stepped up as donors and both were a match, something that Kevin recalls as an incredibly proud moment:

"Olivia was eventually chosen because she was the best match. It was at the next PET scan that we were told Millie was cancer-free."

During Millie's cancer journey, Kevin coped with his stress by looking into various clinical trials that were taking place around the



"IT MADE ME REALISE THAT RESEARCH FUNDING IS THE IMPORTANT BIT. IF WE DON'T HAVE PEOPLE DEVELOPING THESE DRUGS, MILLIE, WHO'S NOW 11, WOULD BE DEAD."

– Kevin, Millie's dad

world. After learning of the female scientist who developed the chemotherapy drug that helped save Millie's life, he said:

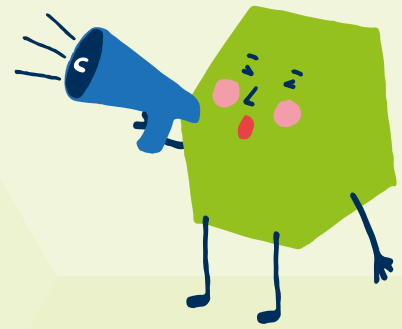
"It made me realise that research funding is the important bit. If we don't have people developing these drugs, Millie, who's now 11, would be dead."

Four years after being declared cancer-free, Millie and her whole family have been tirelessly fundraising. From selling a cow (yes, a cow!) to hosting bake sales, selling tote bags, and organising raffles – the family is determined to help ensure that no other child has to go through what Millie did. To date, they have raised over \$26,000! Kevin says:

"We spent a fair amount of effort gathering information about The Kids' Cancer Project, so we could show people exactly where the money goes. Researchers get the money. That's where the money Millie is raising goes – to pay for these trials."



Community and Campaigns



From shaving locks to challenging themselves to walk, run, or roll, team spirit is the name of the game when it comes to supporting Aussie research. Here are the highlights from some of our wonderful community fundraisers over the past financial year.

Child Cancer Awareness Month

On 6 September Owen Finegan, CEO, and Kate Fairclough, National Engagement Manager, attended an event at Parliament House, Tasmania, where they were privileged to meet with kids' cancer advocate Dr Emily Isham. Dr Ishman's son Ned died from leukaemia in 2019, just two months before his 7th birthday. We look forward to working with the Tasmanian government in advocating for greater research funding.

On 17 September, Canberra's Realm Hotel was the site for a collaborative meeting of minds and funders including Zoe's Fight, Robert Connor Dawes Foundation, Cure Starts Now, Isabella and Marcus Foundation, and Rare Cancer Australia. A Facebook Virtual Vigil featuring 56 special kids reached over 3,770 engaged followers with 27 shares on Facebook.

Whale Tale Auction

Running from August through to September Whale Tale took over Sydney's Barangaroo waterfront precinct. Decorated by Australian artists and some special kids like Millie, each of the 30 Whale Tales was sold, raising \$150,000 for childhood cancer research. A special shout out to WOTSO who took 20! Wow, now that's a whale of many tales.

Christmas and The City

The Kids' Cancer Project was chosen to be the City of Sydney's 2022 Christmas Charity Partner. This was a great opportunity to meet with interested and diverse audiences at the nine Christmas events held across Pyrmont, Surry Hills, Green Square, Rosebery, Rushcutters

Bay, Alexandria, Glebe, and Central Sydney. Merchandise was sold out as the impact of childhood cancer was better understood and people wanted to do more to help. A total of almost \$20,000 was raised from the meet-and-greet events. A very jolly result indeed.

Streaming for Science

Recognising the vast potential in the streaming space, we aimed to tap into the younger demographic by introducing our streaming campaign – Streaming for Science. This campaign allowed us to connect with a dynamic and engaged audience, fostering a sense of community among younger supporters through the introduction of Superhero Stream Week, a week-long streaming campaign to raise funds and awareness.

Five passionate streamers, including the renowned 'MopGarden' with an impressive 70,000 Twitch subscribers, took part in this campaign, showcasing the diversity and reach within the streaming community. The collective efforts of our streamers and their audiences made a significant impact in raising awareness and funds for The Kids' Cancer Project and we are very grateful for the generosity and enthusiasm shown by all involved.

A special thanks to all the streamers who dedicated their time and energy in making this campaign such a success. Your creativity and commitment have made a lasting impact, and we are grateful for your support in the fight against childhood cancer.



The Sublime Sixes', from King's Christian College, QLD, took part in Write a Book in a Day

Lose Your Locks



Felix Before



Felix After

In 2018, Felix lost his close friend Mia to cancer at just 14 years of age. Wanting to remember his friend, Felix decided to make a difference for childhood cancer research by Losing his Locks. He grew (and grew!) his hair. Then, in March 2023, he underwent the big chop! Felix has raised over \$2,200 from his community, and he is still going strong. Plus, he's loving his new hairdo – check out that smile! Felix hopes that by helping to fund more research into children's cancers, in the future more children like Mia will get to live their lives fully.

Black Tie Affair

On 10 September 2022, a black tie ball in Canberra proved to be a wonderful fundraising event for The Kids' Cancer Project. The ball complete with raffles, a silent auction, and a live auction helped raise a total of \$33,000. The Kids' Cancer Project team was in attendance in their black-tie finest. Thanks to the fun and the funds the night was an affair to remember.

Write a Book in a Day

The literary competition proved to be a page-turner with schools and writing groups around the country.

1,565 TEAM PARTICIPANTS
\$877,021 RAISED

The incredible results show how much our loyal participants, team coordinators, sponsors, and supporters rally around this 'best-seller' competition.



All hands on deck. The Kids' Cancer Project's Claire Blomfield with Captain Indigo on Pirate Day

The Better Challenge

After the huge success of The Kids' Cancer Project's first major peer-to-peer event in 2021, we rolled out The Better Challenge for year two. The intentions for The Better Challenge in year two were to grow year-on-year and have further impact on childhood cancer research by engaging more corporates and community groups, as well as individuals across Australia to step up to the 90km challenge throughout September.

2,836 PARTICIPANTS
\$319,438 RAISED

Pirate Day

535 swashbuckling pirates jumped aboard. From early learning centres and schools to community groups and workplaces, the mighty crews worked hard to add gold to our research bounty.

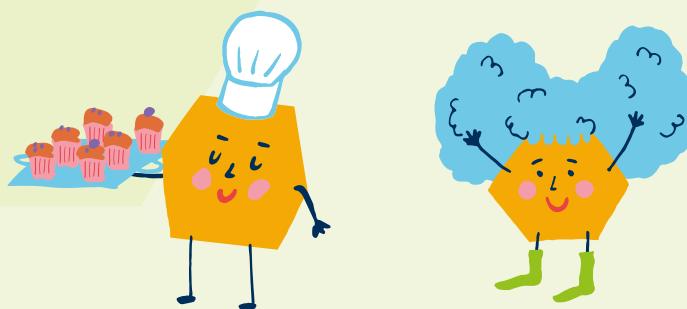
All in all, the Pirate Day treasure chest totalled \$125,000 for brain cancer research. The funds were directed to Dr Danielle Upton's research investigating potential therapies for diffuse intrinsic pontine glioma (DIPG), a rare and deadly brain tumour mainly affecting children.

Cupcakes 4 a Cure

Bakers rose to the occasion, participating in Cupcakes 4 a Cure with an FY23 total of \$4,026 in 'dough-nations'. While a few of our regular self-raisers took a little bake break, it's only temporary and we look forward to warmly welcoming them soon back to cook up a cupcake storm. Now that will be the icing on the cake!

Crazy Hair and Sock Day

Netball NSW Associations again showed their support with 61 associations registering and raising a total of \$46,190 in FY23. Randwick Netball Associations Team was this year's highest fundraiser with an incredible total of \$9,094 raised, a huge achievement. When it comes to support from our netballers they are shooting goals and winning.



The Blue Bottle Trek turning the tide on sarcoma



In October 2022 the Blue Bottle Reef2Water Jet Ski Trek followed a 1,500 km wavy journey made by one small but mighty bottle all to turn the tide on sarcoma research. The Trek honoured the cherished memory of Alana de Kort, a remarkable teenager who was diagnosed with Ewings Sarcoma on 4 October 2017. Alana sadly died of her cancer on 28 July 2018. She was just 14 years old.

Knowing her love of pineapples and the sea, the de Kort Family decided to honour their beloved one-of-a-kind daughter and sister by having family and friends write messages of love at a celebration of life for Alana that were then sealed in a blue bottle and set adrift from Long Reef, NSW, into the ocean's currents.

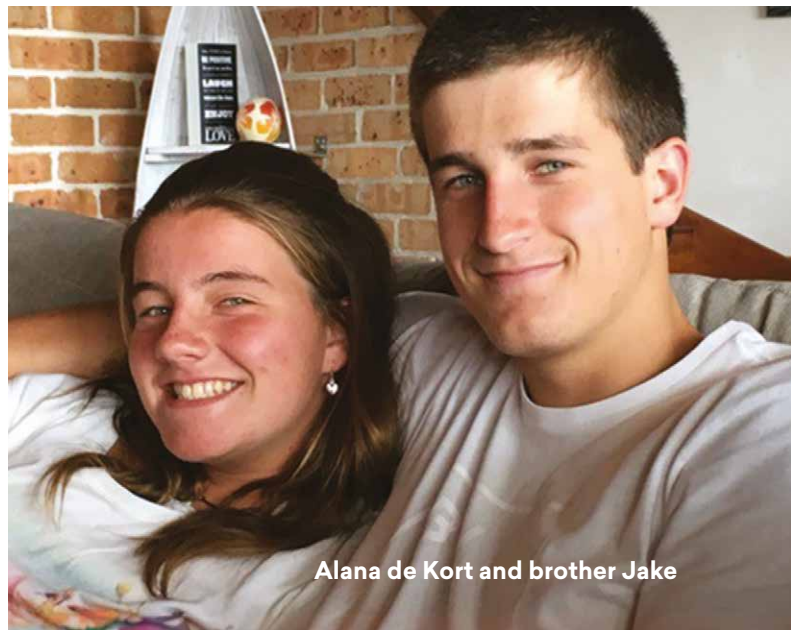
Still, Alana's family was determined that even more medical research projects into sarcoma could be funded. They knew her amazing medical team did everything they could, including trialling two emerging treatment protocols from overseas, in their efforts to fight her cancer. By witnessing this, the de Kort Family was exposed to incredible research work not only being done in Sydney, but also nationally, and globally to ultimately eradicate childhood cancer.

Exactly one year after being told by doctors that there was nothing more they could do for Alana and four days before the first anniversary of her passing, the bottle washed up 1,500km away in Agnes Water Queensland. Alana's message in a bottle was covered in barnacles but landed completely intact. It was found by a family who opened the bottle and contacted Alana's family.

The little bottle's journey started an epic jet ski ride by members of Alana's family, friends, and The Kids' Cancer Project. Embarking at Long Reef, NSW, on Sunday 16 October, and

finishing in Agnes Water, Queensland on Sunday 29 October, the voyagers rode an approximate average of 140km per day (3-4 hrs), while cars, including one driven by Col Reynolds, followed the trek on the road. At the finish line, they were greeted by the family who found the bottle (now firm friends) and most of the Agnes Waters community.

Thanks to the bravery of the amazing Alana and the de Kort Family's determination, The Blue Bottle team has helped turn the tide on current sarcoma treatments having raised over \$260,000 for The Kids' Cancer Project to support the research of Professor Geoff McCowage. A huge thank you to the incredible fundraising work of the de Kort family that is helping other kids like Alana.



Alana de Kort and brother Jake

Technology and data

Our internal IT team, with support from MCRIT, work hard to ensure the smooth operation of The Kids' Cancer Project in the digital age. Not only does the team keep us and our donors safe from cyber threats, but ensures we can maximise efficiency, allowing more money to reach the hands of researchers.

In an era of escalating cyber threats, The Kids' Cancer Project remains committed to fortifying our defences against ever-evolving risks. To safeguard our supporters' information and our database, the IT management team has undertaken a holistic approach, integrating advanced technologies, robust measures, and comprehensive training to bolster our cybersecurity posture.

The Kids' Cancer Project can ensure effective technological integration thanks to our work with highly qualified managed service partners who understand the needs of the not-for-profit to secure our environment. Leveraging technologies

like Microsoft 365 (M365) to further strengthen our defence mechanisms, offering comprehensive security features and compliance management within a unified platform.

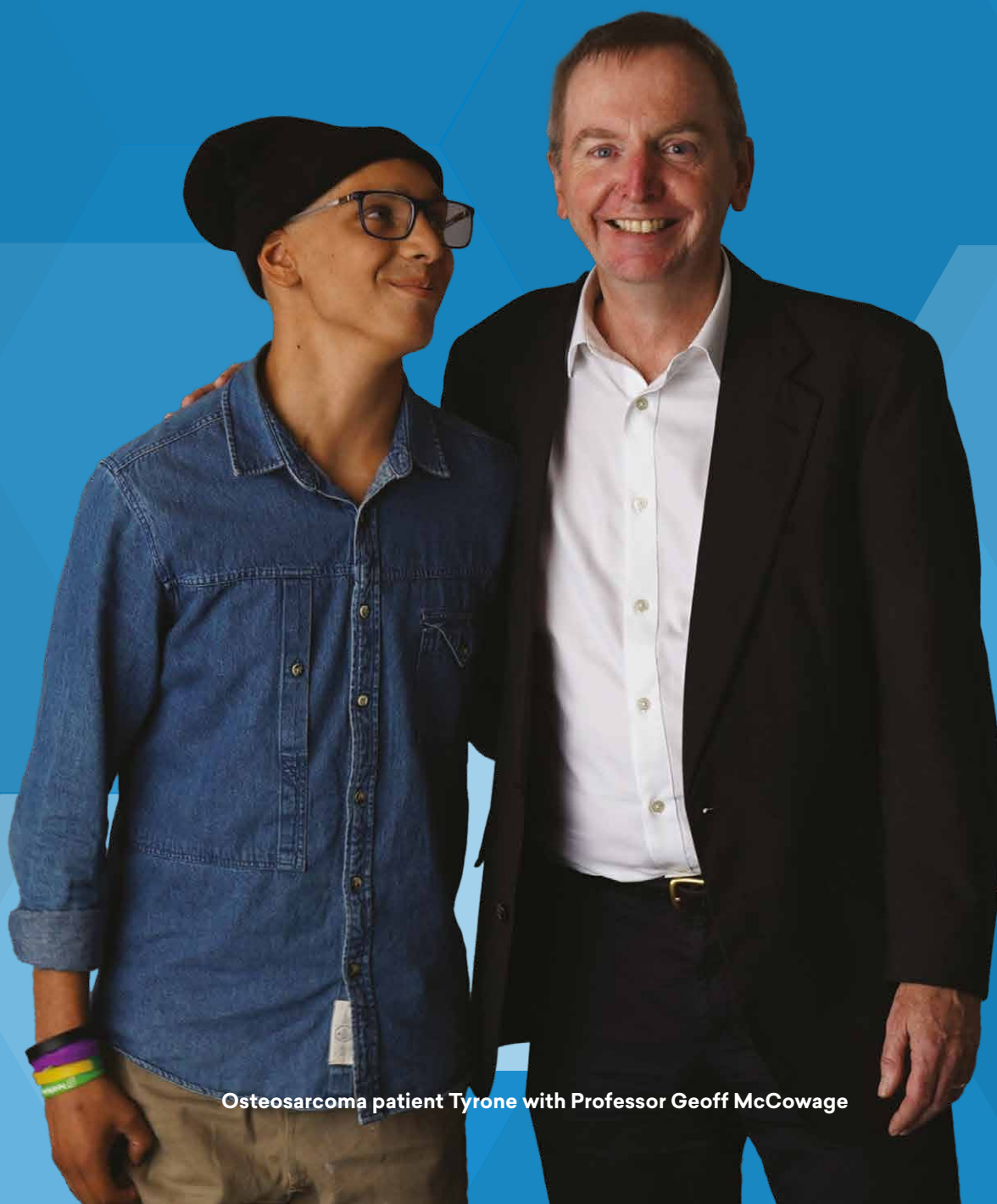
Human vigilance plays a crucial and pivotal role in ensuring our strategy extends beyond technology. The Kids' Cancer Project team undertakes ongoing training programs, empowering our workforce with knowledge of how to identify threats, navigate potential vulnerabilities, and champion a security-first mindset using training programs like Cyber Eclipse.



Toby, a sarcoma patient, with his The Kids' Cancer Project bears

"SEEING TOO MANY CHILDREN'S LIVES CUT SHORT IS A POWERFUL MOTIVATION, BUT THEN SEEING OTHER KIDS SURVIVING CANCER WHO EVEN JUST A FEW YEARS AGO WOULDN'T HAVE SURVIVED IS INCREDIBLE. THAT REALLY SHOWS ME WE'RE MAKING A DIFFERENCE."

— PROFESSOR GEOFF MCCOWAGE, FUNDING RECIPIENT



Osteosarcoma patient Tyrone with Professor Geoff McCowage



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