

ANNUAL REPORT 2024



**THE KIDS'
CANCER
PROJECT**

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Acute lymphoblastic leukaemia survivor, Tommy, and his mum, Emily.

MISSION & VISION

Survival starts
with science



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.



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.



A MESSAGE FROM OUR FOUNDER

During the 30 years that The Kids' Cancer Project has been funding research, it makes me very proud to see how far we have come in terms of putting science front and centre as a way to ensure kids will survive cancer. With improved outcomes and a move towards kinder and more effective treatments, it is a vast step forward from where we were in 1993.

This past financial year has been one where I was humbled, in November, to be honoured as Research Australia's Research Advocate for 2023. I was truly surprised when my name was announced at a gala event in a room filled with scientists and academics who were also nominated for prestigious awards.

But I cannot take all the credit for this important acknowledgement. So many special families that have been impacted by childhood cancer have supported my work in championing research so that kids can have a chance to lead long, happy lives without the worry of serious health problems arising in later life. I cannot thank our wonderful donors enough for making us their charity of choice.

As founder of The Kids' Cancer Project, I know that despite a cost of living crisis our loyal donors generously support us because they understand the importance of children surviving cancer, not only because we want our kids to reach their full potential but also because we want our kids to have the opportunity to experience life to its fullest. Research is the only way forward to make such dreams come true.

Col Reynolds OAM
RESEARCH ADVOCATE
FOUNDER, THE KIDS' CANCER PROJECT

A MESSAGE FROM OUR CHAIRMAN & CEO

We wish to thank each of our donors, advocates, partners, and fundraisers for your continued and unwavering support. Your passion in wanting to help change outcomes for the three families who hear the words 'your child has cancer' each day is unquestioned. So, before we go any further, we would like to thank you for harnessing that passion and helping to give pioneering scientists the resources they need to fight for each of those kids.

Since the last financial year, The Kids' Cancer Project's gross profit has increased by 17.5%, ensuring we can continue maximising our investment in industry-leading childhood cancer research. As part of our 30th Anniversary celebrations, The Kids' Cancer Project committed over \$7.6 million over the last 12 months to support 24 of Australia's top scientists through the Col Reynolds Fellowship program, named after our founder.

Survival starts with science. To ensure a 100% healthy survival of Aussie kids, your support is allowing us to fund pioneering scientists, from their career outset to their pinnacle. Our commitment will inspire the next generation of scientists and support their professional development and their life-changing research projects that will further improve outcomes for all children, adolescents and young adults diagnosed with cancer.

We continue to be proud of everything The Kids' Cancer Project community has enabled us to achieve over the past financial year. Scientific research is a long game, but with your support, our investment in childhood cancer research has grown over the last two financial years by 28%. This allows us 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.

We additionally wish to thank our dedicated staff at The Kids' Cancer Project for their commitment and recognise our Research Advisory Committee as well as our Board of Directors, who generously volunteer their time to ensure we accomplish our mission.

Like us, you believe that survival starts with science. With that belief, you have become part of our community of champions, and none of our investment in cutting-edge research would be possible without people like you. There were days when kids' cancer treatment was no more reliable than flipping a coin, but today, we can proudly say 86% of kids survive a diagnosis.

Within The Kids' Cancer Project, we've never been more driven to achieve our goal of making that number 100%, so that all children with cancer will survive and thrive.



Owen Finegan – CEO of The Kids' Cancer Project



Kazuma Naito – Chairman of The Kids' Cancer Project

17.5% 
increase

in gross profit over last 12 months to support Australia's top scientists

\$7.6 
million

committed to support Australia's top scientists

28% 
growth

in childhood cancer research over last two financial years

86% 
survival

of kids diagnosed with cancer

THE KIDS' CANCER PROJECT PATRON & BOARD



PATRON

THE KIDS' CANCER PROJECT

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.

OUR BOARD

Leadership,
Strategic Direction,
Effective Governance

We prioritise children by funding a diverse range of experts all around Australia to investigate kids' cancer. Our Board of Directors is responsible for The Kids' Cancer Project's business strategy, overall performance, governance, and compliance.

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 and also served on the Board of JP Morgan Securities Australia Limited.

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) for his support of medical research into childhood cancer.

BOARD OF DIRECTORS



Sue Anderson BBus, EBMA 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.



Tim Blair is the founder of the Run for Kids Foundation, a philanthropic venture he started in 1994 after a diagnosis of epilepsy. Tim turned his desire to be healthier into raising funds for kids with cancer.



Richard Caldwell BCom (Finance and Accounting) was a Chartered Accountant with Ernst & Young before moving to stockbroking.



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



Cathryn Prowse LLB (Hons) BEc, 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.



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



Simone Reynolds BCom (Marketing and Management), Masters (Military and Defense Studies) is an officer in the Australian Army and a founding director on The Kids' Cancer Project Board.



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

RESEARCH ADVISORY COMMITTEE

Research is the only way we can improve outcomes for kids with cancer. While survival rates have increased, over 950 Australian kids are diagnosed with cancer each year, and that number is increasing. 5,000 kids are currently in treatment, and sadly, each week, three kids will succumb to their cancer diagnosis.

The Kids' Cancer Project's Research Advisory Committee (RAC) ensures we are correctly directing philanthropic funds to support groundbreaking research projects that will maximise the impact on childhood cancer treatments. Comprising seven scientists from both Australia and the USA - who are experts in their respective fields including solid tumours, molecular diagnostics, biotech and more - the RAC gives us the greatest chance of funding successful projects.

MEMBERS



CHAIR:
Associate Professor David Ziegler
Children's Cancer Institute and University of New South Wales



Dr Timothy P. Cripe
Nationwide Children's Hospital in Columbus, Ohio



Professor Murray Norris AM
Children's Cancer Institute, University of New South Wales
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 Jordana McLoone
Deputy Director of Behavioural Sciences Unit, Kids Cancer Centre, Sydney Children's Hospital



59
Scientists currently engaged



\$70m
Committed to research



30 years
Supporting kids with cancer



387
Projects funded since 2005



12,370
Bears purchased and donated in FY23-34

FOUR PILLARS

SURVIVAL STARTS WITH SCIENCE

That's why The Kids' Cancer Project invests in pioneering Australian scientists researching all types of childhood cancers across our priority pillars.

Hypothesis-driven, innovative research that improves the understanding of the underlying mechanisms of childhood cancer.

Discover



High-quality clinical research programs informed by the Discovery pillar.

Translate



The aiding of children with cancer and their families with programs that reduce the long-term effects of cancer treatment.

Support



The construction of resources, infrastructure and tool kits that will futureproof the childhood cancer research landscape.

Build



COL REYNOLDS FELLOWSHIPS

Since being established in 1993 The Kids' Cancer Project has invested in pioneering Australian scientists who have received international recognition for their major breakthroughs in childhood cancer. Now, 30 years on, The Kids' Cancer Project has invested \$7.6 million to some of Australia's best and brightest researchers through the Col Reynolds Fellowships, named to honour our founder. Featured below are two pioneering projects from two of our Col Reynolds Fellows.



Dr Kenny Ip

Dr Kenny Ip, a molecular neuroscientist, is a Col Reynolds Fellow inductee. Dr Ip has been funded by The Kids' Cancer Project to advance innovative treatments for a newly identified subtype of high-grade glioma (HGG), a highly lethal brain tumour affecting children aged 4-6, with a survival expectancy of just 12 months.

Currently, high-dose radiation is the only treatment, often causing severe, long-term neurotoxic effects. Dr Ip aims to mitigate these risks by mapping brain networks to pinpoint nerve cells that promote tumour growth and using this data to guide a targeted, high-throughput drug screening program at the institute's Drug Discovery Centre.



Dr Teresa Sadras

Dr Teresa Sadras is a molecular biologist whose career has been boosted by the funding of The Kids' Cancer Project. Based at the Peter MacCallum Cancer Centre, Dr Sadras' research centres around acute lymphoblastic leukaemia (ALL) arising from B-cells, and why approximately 10-15 percent of children diagnosed with the disease relapse. Those who relapse typically no longer respond to chemotherapy, which often leads to death.

Dr Sadras is investigating this problem by utilising sequencing approaches on matched diagnosis and relapse ALL patient samples, coupled with cell line models. The ultimate goal of this work is to identify mechanisms that may predict relapse and develop new avenues of therapies for these patients.

To read more about our Fellows visit: www.thekidscancerproject.org.au/fellowship

FUNDING PIONEERING RESEARCH



43

research projects



\$3.26m

total invested



59

researchers

In FY23-24 The Kids' Cancer Project invested total funding of \$3.26 million in a range of pioneering childhood cancer research projects, seeking kinder and more effective treatment for kids with cancer. This includes investing in 43 research projects and 59 researchers. A breakdown of the research funding follows.

NO. OF PROJECTS	RESEARCH PROJECT TYPE	\$FY23-24
14	Col Reynolds Fellowships (Fellows & PhD)	\$1,040,000
14	The Kids' Cancer Project Funded Research	\$1,380,000
12	Co-Funded Research*	\$620,000
3	Central Resources (trials/biobank)	\$220,000
	Research Advocacy	\$578,000
43	TOTAL	\$3,838,000

PROJECTS BY RESEARCH PILLARS

Projects under the Discover pillar currently receive the largest investment however funding for projects under the Translate pillar is increasing.



Discover: 22
FY23-24
\$1,790,000



Translate: 10
FY23-24
\$570,000



Support: 10
FY23-24
\$850,000



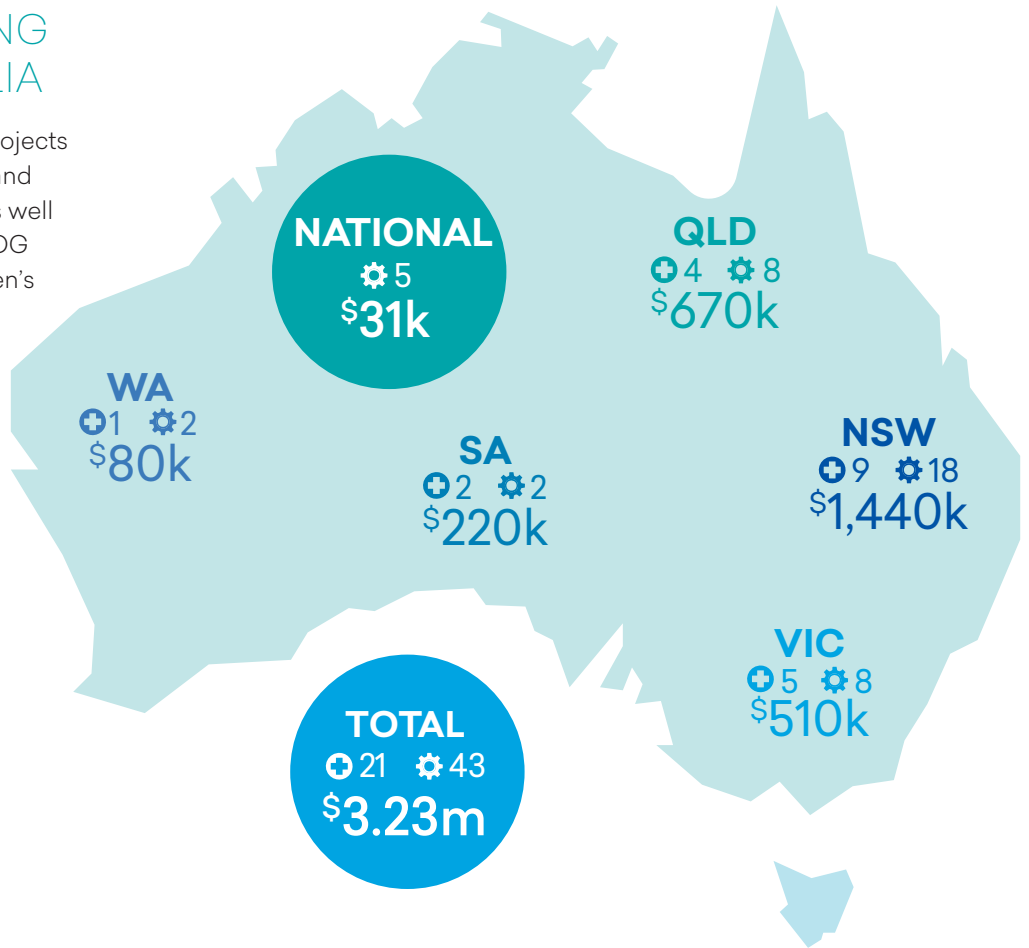
Build: 1
FY23-24
\$628,000

TOTAL
43
FY23-24
\$3,838,000






RESEARCH FUNDING ACROSS AUSTRALIA

The Kids' Cancer Project funds projects in 21 different research institutes and hospitals in five different states as well as national projects with ANZCHOG (Australian & New Zealand Children's Haematology/Oncology Group).

-  Institutes
-  Number of Projects




RESEARCH PROJECTS BY CANCER TYPE

Cancer	Projects	FY23-24	% of investment
 Various	13	\$1,050,000	32
 Haematological	8	\$550,000	17
 Brain	12	\$800,000	25
 Neuroblastoma	2	\$180,000	5
 Sarcoma	8	\$680,000	21


Read more about our projects: www.thekidscancerproject.org.au/research/our-projects

*CO-FUNDED RESEARCH

In FY23-24, to maximise the impact of our research investment, The Kids' Cancer Project co-funded 16 pioneering projects with 14 reputable, like-minded funding organisations including government bodies such as Cancer Australia (through the Priority-driven Collective Cancer Research Scheme), as well as philanthropic organisations like Tour de Cure and the Cooper Rice-Brading Foundation. These partnerships have helped fund research into rare cancers including sarcoma, brain cancer and neuroblastoma. Additional childhood cancer-related areas such as education, nutrition, and physical fitness that are part of treatment have also been supported.



14
funding organisations



16
pioneering projects funded



K'DAY MOLLY!

Molly's story is one of extraordinary resilience, unwavering determination, and a deep commitment to creating lasting change.

As an 11-year-old, Molly from Dubbo, NSW was an all-star athlete, competing at a state level in netball and enjoying a high level of basketball and hockey. Sport was her entire life, so after a three-day netball carnival and dozens of games, a sore calf was nothing out of the ordinary.

Within a few weeks and on her twelfth birthday, Molly's sporting injury was diagnosed as osteosarcoma, a form of bone cancer that is responsible for the deaths of more young adults than any other type of cancer.

Of her diagnosis, Molly says, "When I first hurt my leg, I had no idea it was cancer. I remember going for an MRI after my netball carnival and the doctor sent me outside to sit with my sister. Then I just heard Dad crying from the doctor's office. And my dad, maybe like yours when you were younger, was a superhero – he could fix everything. I'd never heard him cry, so that was the moment I knew it was bad. I looked over at my sister Maddy and just said: "Mads, I've got cancer."

"I went back in, and Mum and Dad just looked at me with this look I'll never forget, one of 'how can this be our little girl... how can this be happening to us?' And my cancer journey started from there – just like that I was 'the girl with cancer'.

Molly says she went from thinking she might miss a few weeks of netball, to might miss a season, to might never get to play again, to she might lose my leg and then to "I might lose my life".

Despite the life-changing side-effects of the treatments that saved her life, Molly's positivity and desire to change kids' cancer treatments for the better is relentless. Molly says, "The only way I could get through my treatment was to find a little 'rainbow' in every day. Something positive, something that I was grateful for. You'll always find one if you look for it. But now, I know I have to help support research for other kids like me.

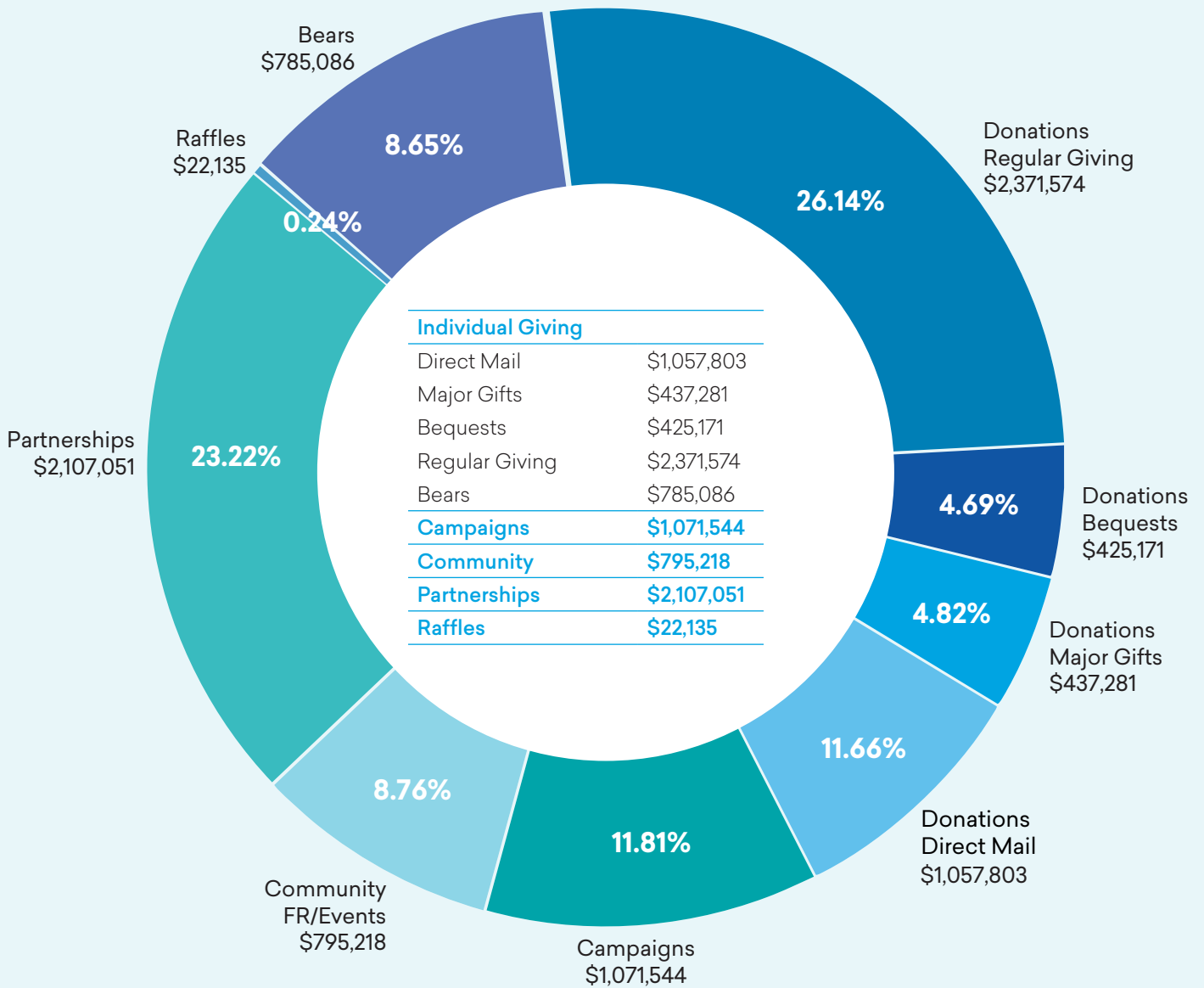
"Pretty much all of my friends who I went through treatment with aren't here anymore. So, what I do now with my life and my fundraising, it's not for me. I know that the things that I fundraise for now aren't going to help me if I were to get sick tomorrow. But it will help to make sure kids in the future get the best treatment possible.

Today, as a 17-year-old cancer survivor she has helped raise millions of dollars to support vital research into better and more effective treatments for other kids like her. When asked to be The Kids' Cancer Project's K'day Ambassador she didn't hesitate to say yes. Molly's input, good humour and hard work helped K'day 2024 raise over \$390,000 to help fund pioneering research.

"I fundraise for my friends who aren't here anymore, the friends that have passed away. I'm doing it in their memory, and I'm doing it for their legacy. Because it's people like them that give me so much motivation to make sure this doesn't happen to any other kid."

YOUR IMPACT

FUNDRAISING IN FY23-24



CORPORATE PARTNERSHIPS

The unwavering commitment of our corporate partners, supporters and associations, as well as philanthropic trusts and foundations, allow us to advance The Kids' Cancer Project. Their generosity and dedication to funding kids' cancer research exemplifies strong Corporate Social Responsibility and a shared passion for making a meaningful impact.

For the sixth consecutive year, **Bromic** created yet another creative fundraiser. The Back-to-School Carnival Challenge was attended by the entire staff and their families, while our founder Col Reynolds was on hand to accept a cheque from Bromic CEO, Scott Smith. Their ongoing support stands as a true testament to their dedication.

Also, in its sixth year of partnership, **Rams** was once again instrumental in being a matching partner for the Better Challenge, significantly boosting fundraising efforts.

Rondo's five-year affinity with The Kids' Cancer Project continued in FY23-24, with the construction entity involving themselves in our golf events and local initiatives nationwide.

Additionally, special thanks to **Smartways Logistics**, a healthcare logistics partner delivering our teddy bears at no cost to hospitals along the eastern seaboard, giving comfort and joy to children with cancer.

Wotso, Sharp EIT, Fast Automation, Myer Sydney City, Express Glass, AttCall, and Stylecraft have remained steadfast in their commitment to our cause, attending events, hosting fundraisers, and contributing to our fundraising efforts in numerous ways.

SAS and Colin Biggers & Paisley have provided invaluable pro-bono support in the areas of data insights and legal counsel. Both companies have also hosted fundraising events, bringing their clients and networks into the fold to support our mission.

Over 30 companies participated in the Better Challenge this year, utilising it as a tool for corporate engagement. The event not only strengthened corporate bonds but also generated impressive fundraising results, allowing companies to make a meaningful contribution to a great cause.

PARTNERSHIP ASSOCIATIONS

Several associations continued their support of The Kids' Cancer Project in FY23-24. **Facilities Management Association (FMA)** hosted a range of events to raise funds for The Kids' Cancer Project, as did the **Air Conditioning and Mechanical Contractors Association (AMCA)**, who supported us through their annual conference, gala events, member donations, and golf days. The **Strata Community Association** once again hosted their annual NSW golf event, marking the third year of their dedicated support.



NSW Golf Day



Christmas For A Cure

CORPORATE EVENTS

The ideal intersection of serious fun with impactful fundraising, our events program during FY23-24 was a surefire success. Highlights include Christmas for a Cure, a Women in Business event in Brisbane, two NSW Golf Days, one ACT Golf Day, and our online auction, Big Bids for Kids.

In its second year at Royal Randwick, **Christmas for a Cure saw 420 guests raise over \$350,000**, surpassing last year's fundraising total. We also rebranded the Women in Business Sydney to The Long Lunch event. Additionally, three laboratory tours were conducted with corporate supporters, providing a behind-the-scenes look at our supported research.

We extend our heartfelt thanks to everyone who attended, contributed, and donated to make these events possible.

TRUSTS & FOUNDATIONS

The impact of Trusts and Foundations cannot be understated as once more they contributed major support to pioneering Australian researchers. With a total contribution of over \$385,000, The Kids' Cancer Project was honoured to be the recipient of such generosity.

Highlights included the partnership of Cooper Rice Brading Foundation with a very generous grant to support pioneering sarcoma research. The Thyne Reid Foundation once again gave enthusiastically to ensure talented staff could be retained.

Tour de Cure's generosity helped support the brain cancer research project of young Early Career researcher and Col Reynolds Fellow, Dr Aminah Khan, so she could continue her work. Likewise continued support from the Dalwood-Wylie Trust and The Lin Huddleston Foundation in funding PhD Scholars was greatly appreciated.

Trusts & Foundations

- Cooper Rice Brading Foundation
- Thyne Reid Foundation
- Tour de Cure
- Wylie-Dalwood Trust
- JB Were Charitable Endowment Fund
- Commonwealth Bank
- The Lin Huddleston Charitable Foundation
- The James and Jutta Lauf Foundation
- Bright Funds Foundation
- P & R Trust
- Horton Pty Ltd
- Sarah Woolridge and Kathleen Burrow Memorial Fund
- Power Tynan Charitable Trust



Women in Business



Long Lunch

INDIVIDUAL GIVING

REGULAR GIVING

While this financial year was a testing time for Regular Giving, with the cost-of-living crisis impacting our donors, they still contributed \$2,371,574 to support research.

The cost of living saw many regular givers regretfully forced to cancel or reduce their regular gifts to The Kids' Cancer Project. Some were frustrated or upset by not being able to help more, but knowing how they felt we thanked the donors for their loyal contribution and encouraged them to look after themselves, and to consider reactivating when they could in the future.

We were quick to show our gratitude to said donors, telling them how much they have donated to The Kids' Cancer Project in their lifetime, and that they should be proud of their commitment to increasing survival rates amongst kids with cancer over the last three decades.

Donors were impressed by the amount they had given and, rather than feeling down, felt relieved and proud, which is exactly how they should feel about giving to help kids with cancer by funding research through a regular gift.

Leave a gift in your Will and create a brighter future for kids with cancer.

BEQUESTS

Many of our donors have chosen to leave a gift in their Will, one of the most important gifts that a person can make. These thoughtful donors show an extra generosity of spirit to leave a legacy that will help children they may never know and researchers they may never meet. Over FY23-24, 16 bequests were received contributing over \$470,000 to fund pioneering Australian research.

Gathered Here, a leading free will-making platform also delivered over 100 people who included a gift in their Will to The Kids' Cancer Project. The Kids' Cancer Project is thankful for the thoughtfulness and kindness of all those people who left a gift to help children they would never know and researchers they would never meet. Their legacy will help to make a brighter future for kids with cancer.



MAJOR DONORS

Major donors were incredibly generous in FY23-24 donating \$437,281 to fund groundbreaking research. This generosity supported multiple research projects, including those of the Col Reynolds Fellows. The Major Donor Tax Appeal exceeded its target, raising \$150,835 to support the research of Col Reynolds Fellow, Dr Teresa Sadras, who is investigating the causes of relapse in children with acute lymphoblastic leukaemia.

Our major supporters help ensure researchers can concentrate on the task at hand without having to seek funding. Major donors are an important part of The Kids' Cancer Project and, together with our community of supporters, are making a major impact.

Philanthropic support plays a pivotal role in driving crucial medical research aimed at developing kinder and less toxic treatments for children going through cancer. Together, we can improve the lives of young children and give them a brighter and better future.

BEARS

In FY23-24 12,370 bears were either donated or purchased by The Kids' Cancer Project supporters, raising a total of \$785,086 for vital kids' cancer research. Of those bears, 11,815 were donated to children in hospital, while the remaining 555 were purchased and became wonderful gifts for loved ones. Patients in 70 hospitals across the country received a bear in their time of need, with Smartways Logistics kindly delivering to 28 of those hospitals free of charge!

Direct mail appeals, telemarketing campaigns and digital advertising aided our fundraising efforts. A new soft toy in the form of Luna Unicorn also joined The Kids' Cancer Project Bear Program this financial year.

Luna Unicorn is a magical creature who has come from another world to fulfil her mission of finding a new best friend. Her horn might look sparkly, but she's not afraid to use it to defend her bestie!

Whether you donate a bear or a soft toy to a child in hospital or buy yourself a cuddly new friend, the proceeds go directly to supporting vital kids' cancer research – your cuddles really are helping to save lives!

DIRECT MAIL

Four seasonal direct mail appeals – Spring, Christmas, Easter and End of Financial Year – raised \$1,054,209 for childhood cancer research, a revenue increase on the year before.

Families affected by childhood cancer were front and centre of each appeal. Our maiden Spring Newsletter, sent to supporters in September 2023, contained a variety of articles about our research, family advocates, inspiring stories of our fundraisers, and more. Only containing a soft ask, the Spring Newsletter was a resounding success, raising over \$300,000 - exceeding all expectations.

At Easter, the appeal was boosted by the K'day 2024 double impact appeal, offering supporters the opportunity to have their donation doubled by our generous matching partners. Digital advertising coupled with direct mail appeals aided our fundraising efforts.



Major donors donated

\$437,281



Major Donor Tax Appeal raised

\$150,835



Bears raised

\$785,086



Bears donated or purchased

12,370



Four seasonal direct mail appeals raised

\$1,054,209



Spring newsletter raised

\$300,000+



HOW A UNICORN HELPED MAIA

It's no secret that cancer is one of the hardest things anyone can go through. For a child and their family, the cancer experience is especially scary, exhausting, and filled with emotion, pain and helplessness. When Maia's mother, Ella, learned of her little daughter's cancer diagnosis in 2023, she prepared herself as best as she could but never expected how lonely the treatment would be for her beloved child.

Ella says before she had cancer, Maia's biggest concerns were when she could play the next game of basketball with her friends. "As a six-year-old, that's about as complicated as life gets! I'm not sure Maia even knew what cancer was," she says. The intensity of cancer treatments on Maia's little body weakened her immune system, deeming it unsafe for her friends to visit her in the hospital. Her treatments made her too weak to do anything and she'd spend most of her time in bed."

"As a mother watching your little one go from an energetic, happy kid, to just a shell that just wants to sleep all day is unbelievably tough," Ella says. Then at the very worst stage of her treatment, Maia received a bear from a thoughtful donor. "It truly arrived at the best possible moment. She was in ICU with an infection and hadn't seen her friends in months. She was incredibly sick. And that's when she received her first bear. It was genuinely the only thing that put a smile on her face at that awful time of her treatment."

That thoughtful donation lit up Maia's world. "It was an act of pure generosity to give Maia a friend when she couldn't see her own and a protector to make her feel safe. Thankfully, so long as everything goes to plan, we're about halfway through Maia's treatment journey. That means that she'll hopefully be well enough soon for her chemotherapy to continue from home." But for other kids, their cancer journey is sadly just beginning.

Donating a bear to a child in hospital ends up in the arms of a child like Maia, comforting them and protecting them through the loneliest time of their lives. Ella says she wanted to show just how much of an impact that bear made for her. "Her little bear buddy was her world. She was still bed-bound, but she'd send me around the hospital before every procedure to find some others from the play areas to protect her. They were the cutest little army surrounding her." Ella recalls a proud moment of Maia, finally well enough to leave her room, giving her favourite bear, Dino, away to one of her friends in the next room who was desperate for the cuddly dinosaur. "Maia now has Luna Unicorn, but she wanted to make sure all the other kids had the bear they wanted. It made both of them so happy and filled my heart. I know that if you donate a bear, you won't be able to see that same joy on the face of the child you've helped, but trust me, it's there!"

COMMUNITY

In their own unique way community champions across Australia raised funds for The Kids' Cancer Project. Here are some highlights from FY23-24!



HOLY HEROES! Kids Auskicking Ahead For Cancer

The Auskick (AFL) SuperKids SuperHeroes Round took place in Perth from 17-19 May 2024. Kids dressed up as their favourite superhero to honour the memory of Declan Kane, an honorary Auskick player who sadly passed away from neuroblastoma in May 2017, aged eight. He had been battling his cancer since he was just three years old. Since 2016, Declan's family Simon, Kim, Brodie and the group have raised over \$400,000 for The Kids' Cancer Project. There were also plenty of kids dressed up as Batman, who was Declan's favourite superhero!

HIGH TEA FOR A HIGH CAUSE

On 7 October 2024, Sarah Weir hosted her special event High Tea for a High Cause (the first in-person High Tea Party in three years!). The day was scone and jam-packed with fundraising activities. A silent auction, two raffles, guessing competitions, lucky dips and merchandise sales, including the famous High Tea candles, all took place. In addition, the High Tea doubled as the launch of Sarah's book, Moon & Back, a poignant journey of her daughter Evie, who faced childhood cancer with unwavering courage and love. Sarah read an excerpt from her book and one of Evie's childhood friends wrote and performed an original song dedicated to their time together on the day. As you can imagine, there wasn't a dry eye in the house. But raising close to \$10,000 and \$9,000 from ticket sales to support research put a smile on everyone's face.



GOOD KORMA COMING FOR DELHI 'O' DELHI

The wonderful team at Erskineville's Delhi 'O' Delhi hosted their tasty annual fundraising event Good Korma for The Kids' Cancer Project. With delicious food, wine and good times, the event raises vital funds for children's cancer research. With its love of the spice of life, Delhi 'O' Delhi has raised over \$16,000 for The Kids' Cancer Project since its first event in 2021. Five hats off to the Delhi 'O' Delhi team!

COOPER'S CURE: Lose Your Locks Fundraiser

Janis Trotter and her community held a Lose Your Locks fundraiser for The Kids' Cancer Project. Inspired by her 13-year-old grandson Cooper's Ewings Sarcoma diagnosis and subsequent treatment, Janis felt compelled to raise funds for children's cancer research.

Ten participants in Janis' retirement village shaved, cut or coloured their hair in honour of Cooper. The team raised over \$13,000 and went on to sport some great new hairstyles.



CAMPAIGNS

"Each of our respective campaigns aims to provide fun and engaging activities for the community, all while raising vital funds for kids' cancer research."



PIRATE DAY

Each year crews of pirates rally together to turn the tide on childhood brain cancer. By the end of June 2024, over \$69,000 had been raised for research projects like that of molecular neuroscientist and Col Reynolds Fellow, Dr Kenny Ip.

Dr Ip (also known as Captain Ip to his son and his band of daycare buccaneers) says the impact of cancer on children is often much worse than on adults, as many young children cannot communicate effectively to their parents about how they feel during cancer treatment, and they have a much weaker physiological system to endure the cytotoxic effects of cancer treatment.

"The thought of having to see children go through such a horrifying disease hurts my heart every day. I go to work every day, and every effort and discovery that I make will contribute a direct translational impact to improve the therapeutic outcomes for all children who suffer from brain cancer."

All in all, 260 pirates were on deck in 2024 across various early learning centres, schools, community groups and workplaces. Our highest fundraisers were Retail Management Group, returning to Pirate Day for a third year and raising an incredible treasure chest of \$7,419. A special mention to St. Columba's Primary School, Wilston, who donned their eye patches and raised an incredible \$3,643. We can't wait to see our pirates back on deck in 2025!



CRAZY HAIR & SOCK DAY

Across New South Wales, netball associations donned their silly socks and styled looney locks to raise \$41,080 to help kids with cancer. A crowd favourite fundraiser, 34 Associations took part this year, crazily colouring the courts for the kids with cancer cause. As a partner of the NSW Swifts, The Kids' Cancer Project also attended the club's charity match round, featuring our beloved mascot, Oscar the Bear on centre court as part of a 'Crazy Hair Salon'. When it comes to achieving their goals, the netball associations are crazy good.



WRITE A BOOK IN A DAY

Write a Book in a Day continues to grow as loyal supporters spread the word and enter more teams year after year. In 2023, over 14,000 writers from 694 schools and writing groups participated, achieving a campaign-high fundraising amount of \$903,310, a 15% increase on the previous year.

The competition was supported by our expert judging panel of authors, illustrators, teaching professionals and our 33 volunteer readers who helped review the 1406 eligible books.

Submissions were received from as far west as Christmas Island District High School and as far south as Margate Primary School in Tasmania. We are constantly in awe of each school that enters more than 20 teams, with 12 schools doing so in 2023. South Australia's Brighton Secondary School had the most teams entered with 33, while Lumen Christi College in Western Australia entered 28 teams.



K'DAY 2024

K'day is The Kids' Cancer Project's Annual 'Dollar Matching Appeal'. K'day is part of a global initiative to raise awareness of the need for International Childhood Cancer Day research. Our community of donors, corporate partners and major donors dug deep to raise over \$396,000, an incredible contribution to childhood cancer research. The most raised from K'day to date!

18-year-old Molly from Dubbo, NSW, was our ambassador for the campaign, Molly is many things: a cancer survivor, a passionate advocate and fundraiser as well as a teenager with dreams of netball coaching and going to university.

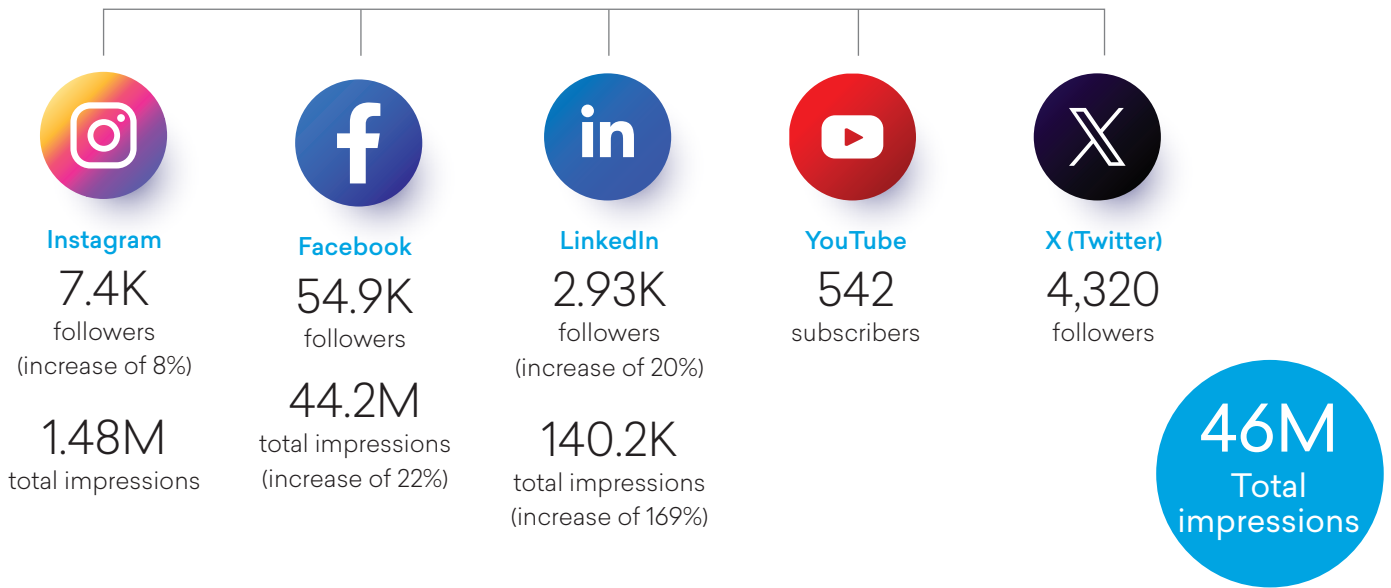
From speaking live on Nine's Today Show with Karl Stefanovic and Sarah Abo (pictured with Molly), to speaking with each of our corporate supporters, her story resonated with all those she spoke to, and we are very grateful for her support.

Thanks Molly!

MARKETING & COMMUNICATIONS

The Communications Team’s efforts saw millions of people engage with The Kids’ Cancer Project across FY23-24. From digital ads to out-of-home advertisements, direct mail and website content, the team’s holistic approach played a pivotal role in what was a strong year for The Kids’ Cancer Project.

SOCIAL MEDIA



“K’day”

Media Coverage

65 total media stories
1.4M total combined reach

Major Stories

30K The Daily Telegraph’s interview of Molly & Owen
80K WIN News’ interview of Molly and Owen
16K ABC Radio’s interview of Molly

Website



111K visitors (increase of 18%)

We are expecting this number to increase again moving forward as we launch our new research hub and make some functionality changes to the website.

Campaign Engagement

WRITE A BOOK IN A DAY

115K combined reach of media coverage

PIRATE DAY

375K combined reach of media coverage

BETTER CHALLENGE

74K combined reach of media coverage

“K’day”

1.4M combined reach of media coverage

INFORMATION TECHNOLOGY



SALESFORCE IMPLEMENTATION & IT ACHIEVEMENTS

FY23-24 marked a significant milestone in The Kids' Cancer Project's digital transformation, with the launch and progress of several crucial projects. This includes the implementation of Salesforce (Donor Management System) and major strides in IT and Data Analytics. The advancements made in each field are geared toward enhancing automation, data management, and donor engagement, laying the foundation for future growth and operational efficiency.



PROJECT VISION & GOALS

The implementation of Salesforce will allow The Kids' Cancer Project to centralise all donor data, including digital footprints, within a unified database to enable real-time analysis and automation. We aim to migrate to Salesforce seamlessly while maintaining all current processes.



IMPORT EFFICIENCY & DONOR COMMUNICATIONS

Data import and digital automation have been implemented to improve donor experience. By automating our data import, donor information is automatically processed and updated every time a donation is made. This means donors receive instant confirmations, accurate receipts and timely acknowledgments without any delays or manual errors while reducing operational costs.

Digital automation also means that our team can personalise donor communications. Based on donor preferences and previous interactions, we can tailor messages and updates to reflect the causes and events our donors care about most. For example, if you've shown interest in supporting research initiatives, you'll receive relevant updates and opportunities to engage further.

Automated systems also allow us to more easily stay connected with donors. Whether it's reminders for upcoming events, updates on campaigns donors have supported, or notifications about missed donations, we can ensure our supporters are always informed in a timely and respectful manner.






By reducing manual work and streamlining processes, this automation not only improves our donors' experience, but also allows us to save on administrative costs. These savings go directly toward research funding ensuring we're maximising the value of every dollar our donors contribute.





Roxy, childhood cancer survivor



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