

Annual Report 2023



childhood cancer

helping families just like yours

President's Message

The Childhood Cancer Association believes every child with cancer, and their family, deserves the **highest standard of care from the time of diagnosis into survivorship, or bereavement.**

Since 1982, we've been supporting families impacted by childhood cancer and over the years, our services have grown to meet the needs of these families.

We are absolutely committed to providing **vital support and high-quality care to more than 400 families** who have a child with cancer, and we do this by offering more than **30 services free of charge to help families cope.**

The Childhood Cancer Association, with the support and commitment of our partners, pro bono suppliers, generous donors, volunteers, board members and hard-working staff, have once again achieved impressive results in 2023.

Highlights include:

- Working with the generous backing of our fundraisers, donors, partners and volunteers to help us make a real difference to families battling cancer.
- Welcoming four new ambassadors to the group: cricket players, Thomas Kelly (Strikers) and Liam Scott (Redbacks); Adelaide United player Emilia Murray and childhood cancer survivor, Emily Riggs, owner of Iris and Wool, who also donated 150 merino wool beanies for our hospital support packs.
- A highly anticipated and much-loved day out at the Family Christmas Fair hosted by the incredible team at Edge Church, where our families had the chance to create life-long memories together.
- Our partnerships with local sporting clubs, including the Port Adelaide Football Club, Adelaide United Football Club and the beginning of a new partnership with Adelaide Lightning, along with grassroots clubs, play a vital

role in helping us build greater brand awareness and raise vital funds to support the work that we do.

- Amazing in-kind advertising support on radio with NOVA and FIVEaa; along with HWR Media and JCDecaux, who featured our newest ads with ambassadors Kate Collins and Joe Gauci.
- Being recognised as an integral part of the childhood cancer health system in South Australia and working closely with the hospital and its staff to care for families.

Thank you to all the children and families who motivate us, along with our passionate supporters who stand with us – all working together to achieve our mission.

Given we don't receive any Government funding, we simply can't do this without you.

Chris Hartley
President, Childhood Cancer Association

How We Make a Difference

We believe

Families deserve the best care and support when they have a child with cancer.

Families should not feel alone at this time.

We are

One of Australia's key childhood cancer support organisations.

Established in 1982 and South Australian based.

Reliant on donations and support from the community to raise sufficient funds to deliver our services.

Our support is

Tailored
to meet the individual needs of a family

Ongoing
from diagnosis, through treatment and beyond

For the entire family
the child with cancer, siblings, parents, grandparents and extended family

Professional
all of our services are delivered by our team of Psychologists

30 services all free of charge, including:



Professional counselling



Daily hospital visits



Accommodation for country / interstate families



Respite accommodation for all families



Educational Support



Sibling Support



Bereavement Support



Survivorship Support

One Year in Family Services

1,527

family
contacts

865

nights of
accommodation
for country/
interstate families

138

nights of respite
accommodation

306

counselling
sessions

51

attendees at
the 4 x SIBS
(siblings)
sessions

15

children received
educational
support

6,965

days of
wheelchair loans

\$20,000+

of financial
assistance provided
to families

\$22,000

of funeral
assistance
provided
to families

35

attendees at
Special Families
Day to remember
a loved one

Event Highlights for 2023

Unite4Kids Gala Luncheon	\$150,000
Prince Alfred College	\$61,713
New York Marathon for Childhood Cancer	\$57,267
Onkastompa Fishing Competition	\$37,028
Melbourne Cup – Adelaide Oval + Unite4Kids	\$31,340
City to Bay Fun Run	\$30,542
Port Adelaide FC Game Day + Adelaide Oval	\$21,112
Hahndorf Cricket Club – Let's Hit Cancer for Six	\$15,105

Immie-Lara Walk	\$15,005
Urban Development Institute of Australia (SA)	\$15,000
Oxford Hotel Farewell Fundraiser	\$14,096
Linden Park Primary School – Chop for Change	\$13,106
McCracken Country Club – Weekly Draw	\$12,555
Seymour College, Project 160	\$12,097
Corporate Futsal Challenge Cup	\$10,220

Major Supporters for 2023

The Lott	\$50,000
Rotary SA	\$27,285
Clinpath Pathology	\$48,193
SA Power Networks Employee Foundation	\$21,100

Elders Real Estate	\$17,850
Wireless Communications	\$18,400
Indulkaninna Foundation	\$10,000
Monica and Paul Arbery	\$10,000

In-Kind Supporters for 2023

Edge Church	\$55,300
Brighter	\$49,205
JCDecaux	\$24,900
Nova / FIVEaa	\$23,120
CMI Toyota	\$20,000

Grant Thornton	\$25,000
Adelaide Exposed Concrete	\$15,000
Iris and Wool	\$12,843
Shottesbrooke	\$11,000
Class A Jewellers	\$10,000

In 2023, in South Australia

60 children

newly diagnosed with
cancer, were referred
to the Childhood
Cancer Association

10 children

relapsed

10 children

sadly lost their
battle to cancer

At present, we are
supporting more than

400 families

One Million Reasons to Celebrate



It was our aim to raise a total of \$1 million since the Gold Ribbon Gala began in 2021 and thanks to the generosity shown at the event, year after year, we exceeded our target and **raised a phenomenal \$1,230,386!**

Emceed by Childhood Cancer ambassadors Jarrod Walsh and Hayley Pearson, guests heard from our ambassador Emily Riggs as well as two young children, Izzy and Evan, who shared their very personal childhood cancer stories and the challenges they faced. There were also plenty of opportunities to give, ensuring guests could help fund the delivery of our vital support services.

Bereaved Parents Group



Following recommendations from a research project and information gathered as part of a review, the Family Service Team, redeveloped and recommenced our Bereaved Parents Group.

This group session is held four times throughout the year and is facilitated by our Family Service Counsellors (Psychologists). **It provides parents and caregivers with the opportunity to meet with others having experienced the death of their child**, learn more about grief and various coping strategies from our Counsellors, and gain peer support.

Community Support



Raising the vital funds required every year to support families who have a child with cancer is an absolute team effort.

There is a special group of people, who we call our community fundraisers, that go a long way to create and deliver successful fundraising events. We are so thankful to these businesses, individuals, sporting clubs and community groups whose passion is only matched by their creativity.

In 2023, we saw the return of the highly successful **Unite4Kids** Gala Luncheon, followed by a new Melbourne Cup fundraiser at Adelaide Oval – both events raising more than \$180,000. The **Hahndorf Cricket Club Hit Cancer for Six** when the local community decided to rally around one of their own while supporting the work that we do and raising \$15,000.

When one mum decided to travel to the USA to complete the **New York Marathon**, her network supported her efforts by donating in excess of \$57,000; while closer to home our **City to Bay** Fun Runners collectively raised more than \$30,000. These are just some examples.

With no government funding, it takes this diverse range of people and their events to make a difference and ensure families impacted by childhood cancer are getting the help they need.

Family Service Survey



We conducted a Family Service survey to review our current service provision and gain a **better understanding of the unmet needs and service gaps for families who have a child with cancer.**

This survey received the best response rate for a service review to date and provided a range of views from families at different stages of a cancer experience, including diagnosis, treatment, survivorship, or bereavement.

The results are now being used to improve our current services and further develop our services to meet the growing needs of families.

Kids Helping Kids



Our schools fundraising program **"Kids Helping Kids" continues to grow with more than \$100,000 raised by schools**, both primary and secondary, and even kindergartens and playgroups in 2023.

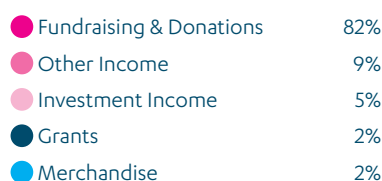
Fundraising through the school community gives students the opportunity to have a direct impact on the lives of local children who, unlike themselves, are currently not well enough to attend school.

There were no limits to the creativity behind the school fundraising activities – from casual days to crazy sock days, fundraising walks, to bake sales or 'hairlarious' days.

Financial Overview

In 2023 we continued to increase our support for children with cancer and their families by a further 15 %, compared with 2022.

Thanks to the outstanding support we continue to receive from our volunteers, partners, community fundraisers, and regular donors, the Association delivered a surplus for the year of \$123,640.



Patrons & Ambassadors



Her Excellency the Honourable Frances Adamson AC
Governor of South Australia



Mr Rod Bunten



Travis Boak
Port Adelaide Football Club



Kate Collins
Nine News Adelaide



Michelle den Dekker OAM
Australian Netball World Champion



Kate Ellis
Former Federal Member for Adelaide



Joe Gauci
Aston Villa Football Club



Thomas Kelly
Adelaide Strikers



Emilia Murray
Adelaide United Football Club



Jodie Oddy
Nova 919 & Network Ten



Hayley Pearson
Adelady & Hello SA



Dr Michael Rice AM
Paediatric Oncologist (retired)



Emily Riggs
Iris and Wool



Liam Scott
West End Redbacks



Mark Soderstrom
Seven Network & SAFM



Jarrod Walsh
Radio, Emcee, Fan Engagement



Vittoria D'Ortenzio
Junior Ambassador



Jemima Leydon
Junior Ambassador

Our Board



Chris Hartley
President



Glenn Hordacre
Vice President



Luke Howes
Treasurer



Brenton Murray
Secretary



Kimberley Adams
Board Member



Greg Atterton
Board Member
(appointed Oct 2023)



Rebecca Clements
Board Member



Ben Mead
Board Member



Adam Oliver
Board Member



Troy Law
Board Member
(retired Sep 2023)



Cath O'Loughlin
Board Member

Partners

As they say, 'it takes a village to raise a child'!

It also takes many hands to make the wheels turn.

The Childhood Cancer Association is lucky to have a long list of corporate partners and sponsors. In fact, too many to list here! For a full list please visit our website.

childhoodcancer.asn.au/about/supporters-and-partners

Our Mission

The Childhood Cancer Association provides ongoing and practical hands-on support for children with cancer and their families.

Our Team

We're a small team but we're also helped out by some wonderful, skilled volunteers who help to provide additional support where it's needed.

Volunteer Support 2023



1,476
hours



\$66,556
in value



Elliot

Elliot is more than just an adorable, fluffy friend that kids of all ages adore — he's our mascot and he's also a best mate for children with cancer.

Every child who's referred to us is given an Elliot to help them on their journey, and he also plays a really important role in our fundraising activities.

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