

# Annual Report 2024



childhood cancer

helping families just like yours

## President's Message

**As the father of a child who received his own cancer diagnosis at just six months of age, I know how vital it is that a child with cancer and their family receive the best possible support to get them through the most challenging time of their lives.**

That's why I remain deeply grateful for the continued support and dedication of our partners, pro bono suppliers, generous donors, volunteers, board members and hard-working staff, who have once again achieved remarkable results in 2024.

In 2024, we made significant strides towards **expanding our service provision** to increase support in survivorship, with a focus on nutrition and exercise. We secured crucial funding for a dedicated oncology dietitian, who will play a key role in ensuring children with cancer can access **tailored nutrition programs** to aid their recovery and overall wellbeing.

We remain committed with offering an **exercise program** to further enhance physical and mental health, reduce the risk of cancer recurrence, and improve both the short- and long-term health outcomes and quality of life for children and their families.

We **acknowledged the 20th anniversary** of our special respite accommodation, **Bradley's Place**, which underwent a major renovation in 2024.

Another highlight of the year was the **pro bono support** from many wonderful contributors who helped to amplify our message across multiple media channels, including billboards, bus, film and radio to raise awareness of our mission.

With every donation made, every hour volunteered, and every contribution from our partners and supporters, our extraordinary community is helping to ensure that no child will go without vital support, and our **30 services remain accessible** to help families when they need it most.

**Once again, thank you for your dedication and loyalty, and your continued commitment to families.**

With no Government funding, we absolutely could not support so many families without each one of you giving what you can.

We believe every child with cancer, and their family, deserves the highest standard of care from the time of diagnosis, throughout treatment and into life beyond cancer treatment, or through grief and loss.

With you by our side, we can continue to be there for the 450 families we are currently supporting.

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 by South Australian families of children with cancer.

Not supported by any Government funding, meaning the delivery of our service is entirely reliant on donations and support from the community.

### 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

**1,200**

family contacts

**845**

nights of accommodation for country/interstate families

**130**

nights of respite accommodation

**356**

counselling sessions

**48**

attendees at the 4 x SIBS (siblings) sessions

**14**

children received educational support

**4,866**

days of wheelchair loans

**\$20,000+**

of financial assistance provided to families

**\$9,491**

of funeral assistance provided to families

**91**

families accessed bereavement support following the loss of their loved one

### Event Highlights for 2024

Unite4Kids Gala Luncheon	<b>\$165,000</b>	Urban Development Institute of Australia (SA)	<b>\$12,550</b>
Grange Jetty Cafe	<b>\$60,021</b>	Social Run Club	<b>\$12,342</b>
SA Mid Winter Charity Ball	<b>\$60,000</b>	SkyCity Adelaide	<b>\$11,901</b>
Prince Alfred College	<b>\$50,176</b>	Aquinas College	<b>\$11,487</b>
ANZ Ball	<b>\$27,657</b>	Immie-Lara Walk	<b>\$10,398</b>
City to Bay Fun Run	<b>\$24,931</b>	Brighton Cricket Club	<b>\$10,000</b>
McCracken Country Club – Weekly Draw	<b>\$16,760</b>		

### Major Supporters for 2024

The Lottery Corporation	<b>\$100,000</b>	MV Finance	<b>\$12,005</b>
SA Power Networks Employee Foundation	<b>\$25,500</b>	Matti Lamb & Associates	<b>\$11,000</b>
Wireless Communications	<b>\$21,631</b>	Eyre Care	<b>\$10,000</b>
Clinpath Pathology	<b>\$21,500</b>	Harcourts Foundation	<b>\$10,000</b>
Australian Executor Trustees Limited	<b>\$16,000</b>	Macquarie Capital	<b>\$10,000</b>
Lang Family Foundation	<b>\$15,000</b>	Sheryn Foord	<b>\$10,000</b>
Elders Real Estate	<b>\$13,988</b>	Tour de Cure	<b>\$10,000</b>

### In-Kind Supporters for 2024

JCDecaux	<b>\$83,818</b>	Bell & Brunt Jewellers	<b>\$11,225</b>
The Equippers Church (formerly Edge Church)	<b>\$66,262</b>	Iris and Wool	<b>\$10,538</b>
NOVA / FIVEaa	<b>\$39,150</b>	Adelaide Exposed Concrete	<b>\$10,000</b>
Brighter	<b>\$33,580</b>	CW Wines	<b>\$10,000</b>
Grant Thornton	<b>\$25,000</b>	Shottesbrooke Vineyards	<b>\$10,000</b>
CMI Toyota	<b>\$20,000</b>		

### In 2024, in South Australia

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

**5 children** relapsed

**5 children** sadly lost their battle to cancer

At present, we are supporting more than **450 families**

## 20th Anniversary of Bradley's Place



2024 marked the 20th anniversary since the opening of Bradley's Place.

Thanks to a private donor, this special respite underwent transformative renovations, improving accessibility and overall enjoyment of this tranquil home in Lower Inman Valley.

Since 2004, Bradley's Place has welcomed hundreds of families, offering a peaceful haven from the stresses and demands that come with childhood cancer. Bradley's Place is also a special place for some families to come together in bereavement following the loss of a child.

**We're so grateful to the local community for embracing Bradley's Place and are incredibly thankful to all the volunteers who have worked tirelessly for the past 20 years to make Bradley's Place a wonderful place of respite.**

Bradley's Place has been supported by local community groups and businesses including Rotary Club of Victor Harbor, Zonta Club of the Fleurieu Peninsula, McCracken Country Club, Glow Heating and Cooling, Urimbirra Wildlife Park, VictorFish, Victor Harbor Farmers Market and Hotel Crown.

Bradley's Place has also been proudly funded by Alexander Symonds, Datacord SA, the SA Power Networks Employee Foundation and private donors.

## Community of giving



The amazing team at **Grange Jetty Cafe** hosted a fantastic Good Friday Easter Appeal, featuring live music, face painting, dance performances, a Zumba class, an online auction, and a special visit from the Easter Bunny!

**The event raised an incredible \$60,021** to support children with cancer and their families.

We're deeply grateful to Phil, Chryssi, and Marwan from Grange Jetty Café for their generosity and community spirit.

## Financial Overview

In 2024 we continued to increase our support for children with cancer and their families by a further 7%, compared with 2023.

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 \$733,698.

## Gala enables survivorship service expansion



Once again emceed for the fourth year running by powerhouse Childhood Cancer ambassadors Jarrod Walsh and Hayley Pearson, our **annual Gold Ribbon Gala** was a very special evening where we, as a community, aligned around an important cause, funding the expansion of our services in survivorship.

**Thanks to the incredible generosity of 725 guests in the room, \$236,309 was raised**, which will significantly impact the health and wellbeing of children who have undergone cancer treatment by funding a **new nutrition service**. The new service will allow families to access advice and guidance from a dedicated oncology dietitian, who will play a key role in improving both the short- and long-term health outcomes for children with cancer.

The provision of tailored nutrition programs will ensure children have the nourishment needed for their recovery and overall wellbeing.

## Pro Bono Advertising: Spreading Awareness



We are incredibly grateful for the **generous pro bono advertising support** from our valued media partners. **HWR Media** featured our ambassador ads in agriculture magazines and community directories, while **JCDecaux** showcased them on billboards, smartframes, and metro buses during Childhood Cancer Awareness Month. Thanks to **Wireless Communications**, our ad also appeared at Adelaide Oval's Telstra Plaza.

**Nova Entertainment** continues to promote our campaigns year-round, helping us reach even more supporters.

This invaluable publicity strengthens our mission, amplifies our message, and raises vital awareness—support that means the world to us.

## The Lott doubles their impact



In our fifth year of partnership with The Lott, they very generously **doubled their 2024 donation, to \$100,000**. This included \$50,000 of visionary seed funding to kickstart our plans **to relocate our operations** nearby to the new Women's and Children's Hospital.

SA Lotteries Partnerships Manager Liz McPherson says: *"The impact that Childhood Cancer Association has on the community is immeasurable. We're honoured to stand alongside them in making a difference in the lives of families who have a child with cancer and it's such a privilege to be able to support with extra funds to help as they look for a permanent base to secure their future."*

## Inspiring hope – a family's story of bravery and strength

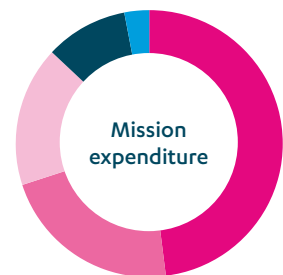


This year, we were privileged to work once again alongside talented **filmmaker Randy Larcombe** to capture Holly Mead and her mum Kim's personal story of Holly's leukaemia diagnosis at age six and its impact on their family as they navigated the challenges of a childhood cancer diagnosis.

We are deeply grateful to **the Mead family** for their willingness to open their hearts and for their incredible contribution to raise awareness about the Childhood Cancer Association, which has helped shine a light on the importance of support for families in similar situations.

This wonderful film has touched many hearts and is a vital part of the work we continue to do to make a difference in the lives of children and families facing this journey.

Thank you again for sharing your story, Holly—your strength and generosity inspire us all.



● Fundraising & Donations	74%
● Other Income	19%
● Investment Income	3%
● Grants	2%
● Merchandise	2%

● Counselling	48%
● Helping Hand (Other Services)	22%
● Bereavement	17%
● Accommodation	10%
● Educational Support	3%

# Meet Our Team

## 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 (retired Dec 2024)



**Joe Gauci**  
Aston Villa Football Club



**Thomas Kelly**  
Adelaide Strikers



**Emilia Murray**  
Adelaide United Football Club (retired Aug 2024)



**Jodie Oddy**  
Nova 919 & Network Ten



**Hayley Pearson**  
Adelady & Hello SA



**Hannah Petty**  
Adelaide Thunderbirds



**Dr Michael Rice AM**  
Paediatric Oncologist (retired)



**Emily Riggs**  
Iris and Wool



**Liam Scott**  
West End Redbacks



**Mark Soderstrom**  
Seven Network



**Jarrod Walsh**  
Voice of Live Sport



**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 (retired Oct 2024)



**Greg Atteron**  
Board Member



**Rebecca Clements**  
Board Member (retired Feb 2024)



**Jean MacIntyre**  
Board Member (appointed Mar 2024)



**Ben Mead**  
Board Member



**Adam Oliver**  
Board Member



**Cath O'Loughlin**  
Board Member

## Our Partners

The Childhood Cancer Association is deeply grateful for the unwavering commitment of our corporate partners and sponsors, whose generous contributions make it possible to deliver our mission.

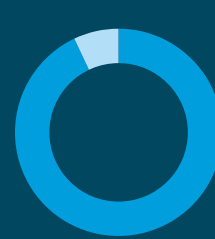
As the saying goes, 'it takes a village to raise a child,' and it also takes the dedication and support of many hands to keep the wheels turning.

For the complete list of these vital contributors, please visit our website: [childhoodcancer.asn.au/about/supporters-and-partners/](http://childhoodcancer.asn.au/about/supporters-and-partners/)



## Volunteer Support 2024

We are a small team, so we're incredibly appreciative and fortunate to have the support of talented volunteers who lend their skills and provide extra assistance across fundraising events, general office support, mission and service delivery, and wherever else it is needed.



● Volunteers 154  
● Employees 11



**1,557**  
hours



**\$70,231**  
in value

## Our Mission

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



## Elliot

Elliot is given to each child diagnosed with cancer upon referral to the Childhood Cancer Association. He serves as a therapeutic tool and is a special companion through a child's cancer experience and beyond.

Children, including siblings, can write to Elliot, ask questions or share feelings and post these letters in Elliot's mailboxes at the Michael Rice Centre for Haematology and Oncology or our office.

Elliot (with help from our psychologists) responds to every letter, offering emotional support, coping strategies, and guidance for specific issues.

**In 2024, 169 letters were received and responded to.**

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