



Media Kit

The Children's Cancer Foundation was established in 1992 by parents of children with cancer. Since then, we have distributed more than \$45 million to support Australian children with cancer and their families.

Our Mission

To enable children with cancer to access the world's best treatment and support and to build awareness of childhood cancer in the community and within governments. The Children's Cancer Foundation supports families through treatment, partners with hospitals to deliver clinical excellence and builds world-class paediatric cancer clinical research.

Children's Cancer Foundation at a Glance

- More than \$45 million distributed to support Australian children with cancer and their families
- Drive and fund childhood cancer research and clinical trials, as well as clinical care and family support services
- All funds are raised through donations, bequests, grants and fundraisers (including **The Million Dollar Lunch**). We do not receive any government funding
- Four directors have had children diagnosed with childhood cancer and another is a childhood cancer survivor
- Administration costs are just 9% over the last 5 years
- Patron: Gillon McLachlan
- Ambassador: Kate Langbroek

Our Impact in 2015/16

- Raised a record-breaking \$3,040,584 through **The Million Dollar Lunch**, fundraisers, individual and corporate donations, bequests and charity partnerships
- \$2.79 million committed for 12 new hospital- and research-based projects commencing 2016 to 2021
- Resourced 19 clinical trials to allow 74 children access to new treatments, including an Australian-first immunotherapy clinical trial for leukaemia
- Increased our funding by 16% for family support projects and therapeutic clinical services such as music and art therapy

Childhood Cancer

Childhood cancer is devastating. Cancers that develop in a child offer differ from adult cancers, resulting from genetic changes in cells that occur very early in life, sometimes even before birth.

Unlike adult cancers where risk can be modified through lifestyle choices such as quitting smoking or losing weight, there are no such risk factors for children.¹

While survival rates have increased to 83%, many survivors often develop a treatment-related cancer later in life. Because the number of diagnoses of childhood cancer is low compared with adult cancers, childhood cancer receives a fractional distribution of government and philanthropic funding compared with adult cancers.

The Facts

- 810 Australian children diagnosed with cancer each year; and 5,600 continue their treatment.
- One in five children will die; of those cured 10% will develop a treatment-related cancer later in life.
- Almost half of childhood cancers are diagnosed in children aged 0-4 years.
- Government cancer research funding is disproportionately directed towards adult cancers.
- Clinical trials offer access to new, innovative treatments to children but are not funded through government hospital budgets

	Adults	Children
Average age at diagnosis	67	6
Average years of life lost	15	71

¹ Youlden D, *et al.* (2010) Childhood cancer survival in Australia, 1995-2004. Viertel Centre for Research in Cancer Control, Cancer Council Queensland and the Australian Paediatric Cancer Registry.



What We Support

Driving and funding clinical research and enhancing clinical care to ensure that children receive the best treatment available is at the heart of what we do. While our focus is largely research based, we believe that it is the little things - a child's access to art and music therapy - that can significantly help a child and their family on their cancer journey.

Since 1992, the Children's Cancer Foundation, its fundraising partner [My Room](#) and with support from strategic charity partners [Steven Walter Children's Cancer Foundation](#) and [Australian Lions Childhood Cancer Research Foundation](#), has invested more than \$45 million in projects across [clinical research](#), [clinical trials](#), [clinical care](#) and [family support](#).

Clinical Research

The Foundation is committed to building research capacity in Australia, ensuring children with cancer have access to world-class treatment and support. We fund ground-breaking clinical research, attracting the world's best childhood cancer researchers, such as an innovative new research project that is harnessing a breakthrough in stem cell technology.



Clinical Trials

We support and facilitate access to new treatments by funding clinical trials staff to increase the number of trials available to children. Innovative treatments, including an Australian-first immunotherapy clinical trial for leukaemia that uses a patient's own genetically modified immune cells to attack cancer cells, are offered to children through our funding.



Clinical Care

We fund hospital staff to enhance clinical care. These include programs to help children not only cope with the pain and psychological issues (Mental Health Clinicians), but also help promote an environment of creativity and expression (Art Therapists and Music Therapists) and address effects of treatment (Neuropsychologists).



Family support

The Foundation funds hospital employees, such as the Family Resource Coordinators, who help children and their families navigate the overwhelming world of treatment. Families can turn to these non-medical friends for help and support. We also fund therapeutic resources, such as children's books ([The Together Stories](#)) and The Beaded Journey program.





The Million Dollar Lunch

The Million Dollar Lunch is crucial to the ongoing success of the Children's Cancer Foundation, which has raised more than \$15 million since 2005, underpinning our project funding.

The quality of the event is apparent from the calibre of our Cornerstone Partners – Crown Resorts, AFL, Qantas, Volvo Dealer Group Victoria and CrownBet – Patron, Gillon McLachlan and **The Million Dollar Lunch** Committee.

More than 600 influential leaders from Melbourne's business and social landscapes attend the event to raise much-needed funds for Australian children with cancer.



The Million Dollar Lunch stage has been graced by many world-class performers including Daryl Braithwaite, Delta Goodrem, Evermore, Vance Joy, Ronan Keating, Matchbox 20, Olivia Newton-John and Richard Ashcroft.



Our Integrity

The Children's Cancer Foundation is committed to raising funds ethically and cost-effectively. Our volunteer board of directors, small team of paid staff and dedicated team of volunteers help us maximise our fundraising income.

We keep our overheads low through the generosity of many *pro bono* supporters – office space, IT, marketing, branding, design, print, legal, audit, event management and insurance.

We receive no government funding, do not conduct public raffles or telemarketing, and do not enter into arrangements with commercial fundraisers where the bulk of funds raised are retained by the operator. Funds are raised through **The Million Dollar Lunch**, community fundraising, corporate sponsorship, bequests and donations.

The Million Dollar Lunch is run with the utmost efficiency and all revenue and costs are fully disclosed. In 2015 and 2016, event costs were averaged at just 9% of gross revenue.

The Foundation's low administration costs (9% average over the past 5 years) enables us to direct a greater proportion of donations directly to the projects we fund.

View our [Director's Report and Financial Statements](#).



Media Enquiries

Laura Beckett
Marketing and Events Manager
E: laura@childrenscancerfoundation.com.au
M: 0422 485 807
T: +61 3 7001 1450