

A young child with a shaved head is smiling broadly in a playroom. The child is wearing a white sleeveless top with floral embroidery. In the background, another child is playing with wooden toys on a table. The room has colorful decorations and a patterned wall.

cureour kids

Annual Report 2008-09

Medical treatment is only half the solution when it comes to childhood cancer.
Cure Our Kids is there to help families with the rest.



OUR MISSION

A nonprofit charity dedicated to the cancer unit at The Children's Hospital at Westmead, NSW, the mission of Cure Our Kids is to improve quality of life for children with cancer and the families who love them.

OUR VISION

Our vision is to be the leading charity providing practical support to children and families in NSW confronted with childhood cancer.

Medical advances promise us a future where childhood cancer will be nothing more than a painful memory, but until that dream is realised Cure Our Kids will remain a steadfast support for children and their families facing the challenge.

OUR BENEFICIARIES

- Cure Our Kids supports children with cancer the families who love them at The Children's Hospital at Westmead, NSW.
- Each year, around 180 families are admitted to the cancer ward at The Children's Hospital at Westmead.
- The majority of these families come from western Sydney, with the largest proportion hailing from Blacktown, Fairfield and Auburn.
- Cure Our Kids supports many culturally and linguistically diverse families. After English, the most prevalent languages spoken at home by our beneficiaries are Arabic, Cantonese, Filipino, Hindi and French.

Management

Carolyn Dodds

CEO

Our Directors

Les Galbraith

Chairman
Business Manager, FCM Travel Solutions

Dr Luciano Dalla Pozza

Head Oncology Unit, The Children's Hospital at Westmead

Gary Waters

Managing Director, Spirit Pharmaceuticals

Tony Onsley

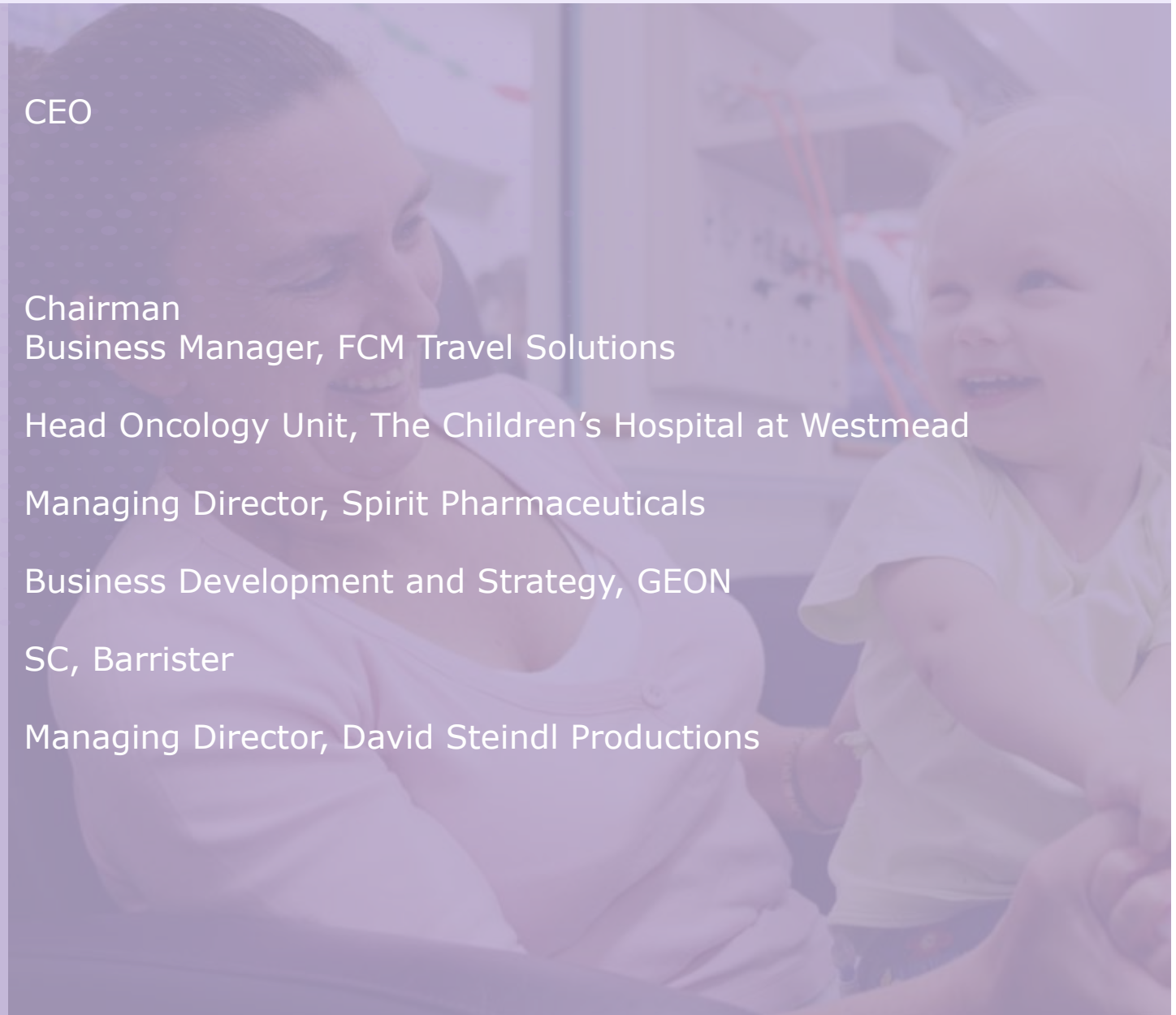
Business Development and Strategy, GEON

Robert Newlinds

SC, Barrister

David Steindl

Managing Director, David Steindl Productions



Message ... from the Chairman Les Galbraith

Dear Cure Our Kids supporters and friends,

Each year, around 180 families are admitted to the cancer ward at The Children's Hospital at Westmead. Each year the team at Cure Our Kids, led by Carolyn Dodds and the many volunteers and hundreds of supporters work together to raise funds and introduce new initiatives that are designed to assist and support the families, doctors and nurses whose lives come together during this traumatic period.

Our annual report highlights these programs, summarises our fundraising efforts and recognises the many people who form part of the extended Cure Our Kids family for their energy, enthusiasm and generosity which is most welcomed.

On behalf of my board colleagues I want to thank you all for that support and your ongoing friendship.

Ahead for Cure Our Kids is the continued efforts managing and developing our fundraising initiatives and support programs dedicated to all who attend the Oncology ward at the Children's Hospital Westmead.

Ahead for the board is the determination to build a state of the art care facility at Westmead to fulfil Carolyn Dodds' and Luce Dalla Pozza's dream of providing best class care and attention for every child and family who confront childhood cancer.

My personal efforts in this cause will continue passionately under the watchful eyes of my angel, Mia Waters.

Les Galbraith



Message ... from the CEO Carolyn Dodds



For Cure Our Kids, 2008-09 was truly a monumental year.

Admittedly, when the economy began to dramatically slow in late 2008, my first reaction was concern about how our fundraising would be impacted. At the same time I was also aware of just how devastating a downturn would be for the families we serve, many of whom have been financially disadvantaged by childhood cancer.

My initial assumption was that for most if not all of our supporters, purse strings would become tighter as a reaction to the global financial crisis. Yet, we needed the community's generosity more than ever, to help support families whose situation had just gone from worse to dire.

Inspired by the families who battle it out every single day on the ward, in the face of adversity we continued working harder than ever to rally support from our loyal community.

Suffice it to say that our tenacity—and our faith in the passion of our supporters—paid off, even more than I could ever have imagined.

As the Fundraising Highlights of this report testifies, 2008-09 (the year that's gone down in the record books as the worst financially since the great depression!) saw some of the biggest and most elaborate community fundraising efforts this organisation has ever been privy to.

It has been truly heart-warming to see so many from the Cure Our Kids community band together, putting their own financial concerns aside and focusing with 100% determination on making life better for families on the ward.

I am always awed by the efforts, generosity and goodwill of the community in supporting our cause. But this last year, in view of the tough economic climate in which supporters so selflessly gave of their time, energy, money and resources, my gratitude has doubled.

As such, I would like to take this opportunity to offer my sincerest heartfelt thank you to every one who pitched in last year. Your support has been invaluable to providing solace for families going through the worst crisis of their lives.

Yours sincerely,

Carolyn Dodds

OUR SUPPORT SERVICES

SUPPORTING OUR BRAVE PATIENTS

Cure Our Kids grants children with cancer life-affirming experiences that promote their emotional wellbeing and lift their spirits during their courageous fight.

- Bravery Beads Program
- Play Therapy
- Music Therapy
- The Dream Fund
- Teens' Day Out



Providing more than hope

Granting practical assistance



SUPPORTING THE WHOLE FAMILY

Childhood cancer can take a devastating toll on the entire family. Cure Our Kids works hard to empower families to cope with the many painful challenges that childhood cancer presents. Our support helps ensure that parents have the strength and resilience to give their child the attentive care they need.

- Family Group Gatherings
- Family Support Officer
- The Emergency Fund
- Resource Publications
- Inpatient Activity Program
- Dads' Day Out
- Mums' Day Out
- Survival Kits





SUPPORTING THE CANCER WARD

Cure Our Kids contributes to improving the cancer unit at The Children's Hospital at Westmead. Our ongoing support of the unit helps shape the best possible environment in which the dedicated medical team can continue to deliver their expert care.

Our projects include:

- Play Room Refurbishment
- Clinic Upgrades
- Established the Computer Resource Centre
- Interview Room Renovations
- Purchasing equipment

Fostering friendships

SUPPORT HIGHLIGHTS 08- 09

While continuing to provide our general support services, this year Cure Our kids has been pleased to introduce a number of new initiatives...

Committed to Supporting...

RURAL FAMILIES

As part of our commitment to supporting rural families affected by childhood cancer, in early 2009, Cure Our Kids expanded the Family Group Gatherings into Tamworth, Port Macquarie, Orange, Shoalhaven and wider-Canberra. These proved a terrific success, attracting many parents.



“Thank you for everything. You provide such an invaluable service. We were like stunned mullets when we first arrived at The Children’s Hospital at Westmead from Port Macquarie and Cure Our Kids were there from the start providing amazing support and services. Your support helped us climb out of the fog so we could concentrate on getting through the journey with a positive outlook.”



CRAFT SESSION HELP PARENTS UNWIND

Since February 2009, Cure Our Kids has been running craft sessions for parents on the ward. These sessions provide an opportunity for parents to take an hour out to be creative and socialise with other parents. Each week, the sessions consistently attract between 6 and 9 parents.

Many parents take the opportunity to make colourful decorations to cheer up their child's hospital room, or thank you cards for their friends and families who have shown their support. Scrap-booking has also been a big hit.

“It breaks the monotony and helps with meeting other parents.”



A FREE DAY FOR FAMILIES AT THE SYDNEY ROYAL EASTER SHOW

In the lead up to Easter 2009, Cure Our Kids ran a drawing competition for kids on the ward.

The 13 winning entries received free family passes to attend the Sydney Royal Easter Show, courtesy of the event organisers.

“A big thank you to all at Cure Our Kids for the tickets that Tahlia won in your drawing competition, we all had a ball on Saturday at the show.”





A DAY OUT JUST FOR TEENS

Bowling strikes and striking up friendships – that was the theme of the first Teens' Day Out, held on Monday 14th July 2008.

Hosted by Katrina Ortolan from Cure Our Kids and the inspirational 19 year old Andrew Wilkins, who triumphed over cancer and is now taking on a BA in Architecture, the event brought together newly diagnosed teenagers for a day of ten-pin bowling.



DADS BOND OVER GOLF & MOTORBIKES

2008-09 saw Cure Our Kids organise two Dads' Day Out events. On Friday the 14th of November 2008, dads from the ward battled it out against a number of the charity's loyal supporters during a golf day at Bonnie Doon Golf Course.

Then on Saturday the 31st of January 2009, 10 dads together with 10 Northern Beaches Social Riders enjoyed a motorbike ride from The Children's Hospital at Westmead to the Newport Arms Hotel, where they were treated to lunch.

"A great day, very well organised."





PROVIDING A MOTHER'S UNDERSTANDING

Mothers of Westmead cancer unit's young patients were treated to two exciting Mums' Days Out this last year. The first, which took place at the glamorous Rosehill Races on Saturday the 19th of July 2008, saw 25 women gather together in their finest gear for an afternoon fillies, fun and friendship.

Then again on the 3rd of June 2009, nine mothers were granted a day out to foster friendships with other mums going through a similar journey, this time a cruise of the beautiful Pittwater Harbour upon Wild Oats X.

"It was indeed a terrific day. We laughed, we cried, it was lots of fun and very good for the soul. It was great to be able to meet other mums in a social setting, away from the kids, so we could talk properly... A great day and I've no doubt many more mothers would benefit from something similar."

And from one of the dads...

"I know that Charleen enjoyed herself quite a lot on the day. It was some 'good therapy' for her to be able to get out and also to be involved with some other mums who have all been in similar predicaments as to herself."

FAMILY GROUP CHRISTMAS GATHERINGS

A total of 107 parents attended the four Christmas gatherings held across greater Sydney during December of 2008. Parents took the opportunity to share their stories and form new supportive friendships. The event involved families participating in organised games including 'the Christmas stocking guessing game', and all participants enjoyed a three course meal courtesy of Cure Our Kids.



CURE OUR KIDS NEW CALEDONIA

This last financial year also saw the formation of Cure Our Kids New Caledonia.

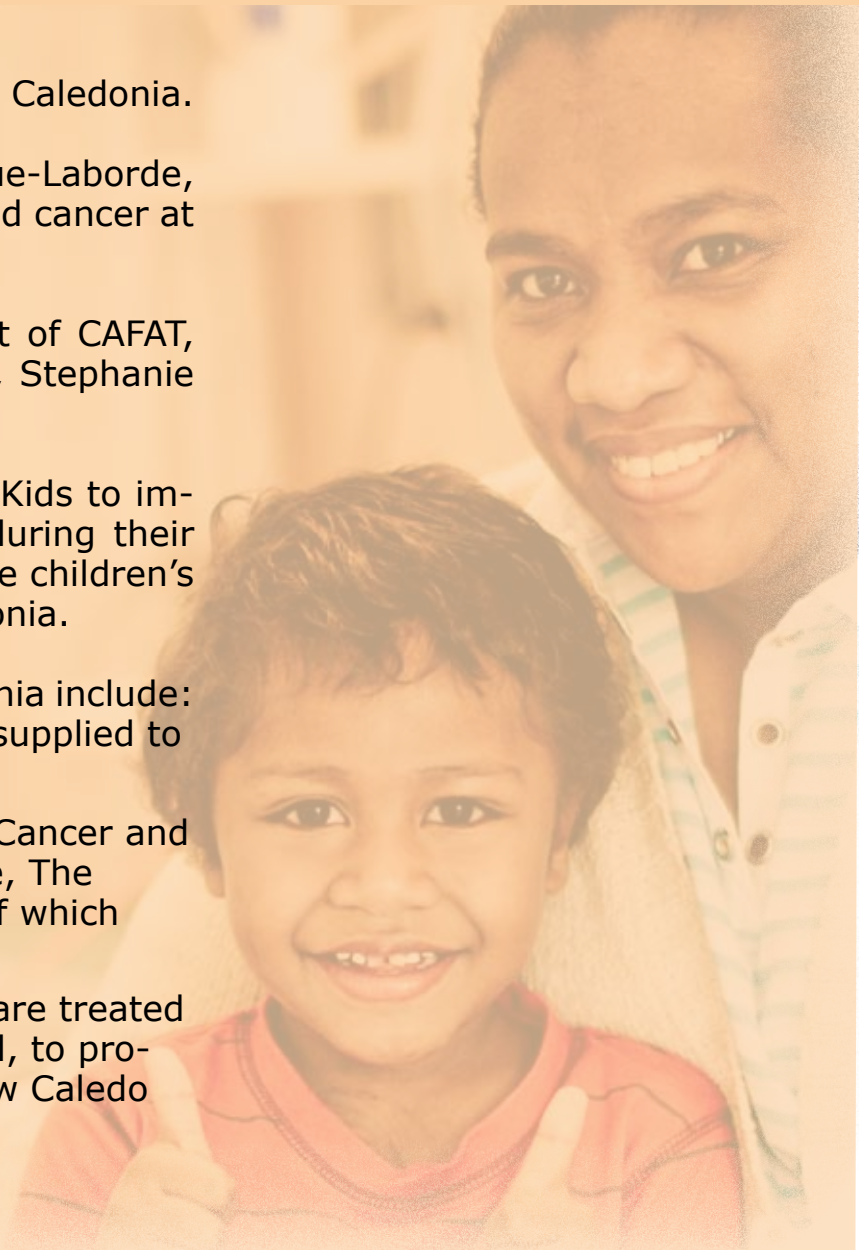
Cure Our Kids New Caledonia was established by Stéphanie Larroque-Laborde, a New Caledonian mother whose daughter was treated for childhood cancer at The Children's Hospital at Westmead.

After being granted DGR status and gaining the financial support of CAFAT, New Caledonia's private and public health insurance organisation, Stephanie officially launched the charity in 2009.

Cure Our Kids New Caledonia works in partnership with Cure Our Kids to improve services for young New Caledonian cancer patients both during their treatment at Westmead and upon their return home. Each year, the children's cancer unit at Westmead receives young patients from New Caledonia.

Some of the extra resources provided by Cure Our Kids New Caledonia include:

- French translation of all Cure Our Kids information currently supplied to families,
- French translation of The Family Handbook for Children with Cancer and a dedicated column, in French, within the quarterly magazine, The Chemo Chronicle - the family magazine of the Cancer Unit, of which you are now part,
- Portable computers with internet connections when patients are treated at Camperdown Ward at The Children's Hospital at Westmead, to provide easy communication to family, friends and school in New Caledonia.



FUNDRAISING HIGHLIGHTS

2008-09 saw Cure Our Kids receive a huge wave of support from the community. Following are just some of the many successful fundraising initiatives that were a big hit owing to the tremendous efforts and generosity of our passionate supporters.



CLASSIC WEEK AT SANCTUARY COVE

Sanctuary Cove came alive during the weekend of the 12th-14th December 2008 when the Classic Events Company ran their finals of the 2008 Golf Classic.

The weekend was choka-block full of fundraising activities, both on and off the green, with all proceeds generously directed to Cure Our Kids. The event culminated in over \$200,000 to help us support families at the children's cancer unit at Westmead.

NETBALL CANCER CHALLENGE

2008

During August and October 2008, hundreds of players took to the netball courts across NSW for the inaugural Cure Our Kids Netball Cancer Challenge.

The fundraising event was met with overwhelming enthusiasm from netballers across the state, with seven associations, 416 teams and a total of 4,160 players putting their skills to the test to raise awareness and funds for Cure Our Kids. A total of \$36,143.00 was raised through team registrations, merchandise and sausage sizzles.



2009

In early 2009, avid netball supporters The Athlete's Foot came on board as the official sponsor, while Home And Away star Charlotte Best sang on as the face of the renamed Athlete's Foot Netball Cancer Challenge.

The 2008-09 financial year saw the beginning of the state-wide challenge, which successfully wound up in the second half of 2009.

E-SWAP

During November 2008, celebrity ambassadors Bec and Lleyton Hewitt named Cure Our Kids the recipient of the e-Swap charity auction.

The auction, which tied in with the launch of e-Swap, was promoted on A Current Affair and The Australian Women's Weekly, providing great publicity for Cure Our Kids. Over \$30,000 was raised from over 100 items.



A PITCH FOR MITCH

On Friday the 17th of October, the St Marys Band Club was overflowing with generosity when around 350 friends, family and caring members of the community came together to support the Giffneys for the Pitch for Mitch fundraising event.

Hosted by ex Penrith Panthers star Royce Simmons, the fundraiser raised over \$10,000 for Cure Our Kids.

MICROSOFT WINTER WONDERLAND BALL

The Finance and Administration Department at Microsoft's North Ryde headquarters took a whole new approach to teambuilding when they decided to organise a gala fundraising ball in aid of Cure Our Kids, held on Friday the 15th of August at the Sydney Hilton. Raising more than \$67,000 through ticket sales, auctions and personal donations, the Winter Wonderland Ball was a major success.

MOSH FOR MIA

After 15 year old Mia Waters lost the battle to cancer, her good friend Sam Patching was determined to find a meaningful way to honour her vibrant life while at the same time raising funds for Cure Our Kids. Like many girls her age, Mia loved music. So, to pay tribute to her vivacious spirit, Sam decided to instigate a music festival that would bring together some of Sydney's most exciting hardcore bands in what was to be the inaugural 'Mosh 4 Mia'.

Held on the Friday 27 of February at the Fitz Youth Centre in St Ives, the all ages gig attracted 300 people, raising over \$1,300.



MARKET ROCK

By rocking along to one of Sydney's favourite live music venues, ICAP have helped bring music into the lives of children with cancer. How? The annual fundraiser, Market Rock, which was held on Thursday the 31st of July 2009 at The Basement and raised funds to support Cure Our Kids' music therapy program. This year, the event raised close to \$60,000 through a raffle and event sponsorship.



OCEANS BALL

Diamonds are Forever – that was the theme for the 2008 Oceans Ball, held by Ocean Media on 6th of December, 2008. The sparkling event, which took place at a marquee at the foot of Fleet Steps, Mrs Macquarie's Chair, raised a terrific \$68,294 for Cure Our Kids through a live and silent auction, as well as the sale of 'lucky bottles'.

IN MEMORY OF BAILEY FRANZ

In FY 2008-09, the Franz family and friends raised in excess of \$50,000 in memory of little Bailey Franz, who lost the battle to Neuroblastoma in July 2008.

Held on the 11th of October 2008, A Dinner for Bailey raised an amazing \$29,787.50. The night was organised by close friends of the Franz's, Mick Scott and Allan McConnell and brought together many from the local community in support of the cause. Then in the lead up to Christmas 2008, Cathy Franz battled the crazy Christmas crowds to raise \$1,141 selling raffle tickets at Centro in Seven Hills.

The Franz's Fabulous Fundraising Efforts!

- A Dinner For Bailey 2008 - \$29,787.50
- 2007 Trivia Night - \$15,915.15
- In Lieu of Flowers - \$8762.00
- 2008 Christmas Raffle - \$1142.45
- Bailey's BBQ - 2011.80
- Digger's Baseball - \$525.00
- Donation Boxes - \$2884.15
- Donations - \$150.00
- A Dinner For Bailey 2009 - \$22,586.00

TOTAL RAISED IN 08/09: \$83,764.05



KEY PARTNERSHIPS

Our dedicated partners are the backbone of Cure Our Kids. The ongoing commitment demonstrated by our partners enables us to plan for the future and provide continuing support to families during their time of crisis.

We're able to be at their side, only because you're reliably at ours. Thank you.

Australian Hedge Funds Industry

Since 2001, the Australian Hedge Funds Industry has been a generous supporter of Cure Our Kids, raising well over \$1 million for the cause to date. Through sponsorship of the 2008 Hedge Funds Directory, as well as the flagship industry event the Hedge Funds Awards and Hedge Funds Rock, the industry generated more than \$400 thousand for Cure Our Kids this last financial year.

Northern Beaches Social Riders

2008-09 represents the 5th year of our wonderful partnership with the Northern Beaches Social Riders (NBRS). In December 2008, the generous motorbike enthusiasts presented the charity with a cheque for \$24,000, bring donations to date to a whopping \$105,810.

Classic Events Company

Classic Events Company came on board as an avid supporter this year. Through a range of fundraising activities including golf days, the Classic team have made a significant contribution to improving the lives of kids with cancer and their families.

Action Coach

In 2008, Action Coach has helped Cure Our Kids move one step closer to achieving our vision by coming on board as a passionate partner. Having raised over \$12,000 for Cure Our Kids during conference meets, the business coaching company also takes an active role in generating support by encouraging their clients to get behind us.

Leading Edge Telecoms

October 2008 saw the official launch of a partnership between Leading Edge Telecoms and Cure Our Kids. Participating franchisees generously donate \$1 from every mobile phone sold to Cure Our Kids. The partnership has also seen the telecommunications company provide free internet to a young patient at Westmead.

GETTING OUR MESSAGE OUT

SOCIAL MEDIA

This last financial year, Cure Our Kids explored new channels for getting our message out, such as Twitter and Facebook, with terrific success.

Facebook commenced May 3 and we welcomed our 2000th fan on June 30, 2009.
Twitter commenced mid April and we had approximate 80 followers by June 30, 2009.

Facebook has been very successful with many parents and supporters being keen fans. Facebook is used to let our fans know about Cure Our Kids and supporter fundraising activities, as well as sharing stories about families and patients, and advertising our events. This popular application also gives our supporters and families the opportunity to comment on our activities. All feedback has been very encouraging and positive.

Our fans are drawn from 20 countries around the world, including 15 towns and cities throughout Australia. 73% are female, 27% male.

“We appreciate everything you guys do. You are truly wonderful!” – Cindy Hird

AMBASSADORS

In 2008-09 Cure Our Kids proudly to welcomed the following ambassadors:

- Home and Away star Charlotte Best
- Wallabies coach Robbie Deans
- Singer, actress and former Hi-5 star and Kathleen de Leon Jones
- Rabbitohs A grade player and childhood cancer survivor, Jamie Simpson.

GRATEFUL ACKNOWLEDGEMENTS

Cure Our Kids is deeply grateful for the generosity, dedication and commitment to the cause that our many avid supporters have shown over the year. No matter how big or small, every gesture of support has helped improve quality of life for families at Westmead.

GRANTS

Tudor financial – Inpatient Support - \$20,000
Alcoa Rolled Products – Dads’ Days Out - \$2850
Commonwealth Bank of Australia, Brookvale – Teens’ Day Out - \$2420

VOLUNTEERS

We are so grateful to be able to say that during 2008-09, our volunteers have been too numerous to mention!

It would be no exaggeration to state that this year, well over a thousand people pitched in to support the cause. From those who assisted with community fundraising events through to the many who’ve provided hands on help on the ward and at our offices, Cure Our Kids are deeply grateful for your time, energy and goodwill.

Thank you!

