



Annual Review 2015

supporting children, teenagers and young adults with cancer


redkite

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In 2015
Redkite provided more
than \$1.9million in
financial assistance
to almost 1700
families

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our vision

To support every child, teenager and young adult with cancer, and their family, who need us.

we believe

We believe the best way to support a child or young person with cancer is to support the whole family. We believe in walking alongside the whole family for the whole cancer journey; that all families have strengths and resilience, and cancer does not define a person. We believe in equity – that no family of a child or young person facing cancer should be disadvantaged by their socio-economic circumstances. We believe in our people and collaboration and in ensuring that all who engage with Redkite feel valued, connected and supported.

our purpose

To provide essential support to children, teenagers and young adults with cancer (up to the age of 24) to ensure the best possible quality of life for them and their families – now and into the future.

our promise to families

You are not alone with cancer. We will respectfully listen to you and your family, and respond with essential support from hospital to home.

beginnings

The man who inspired the founding of Redkite, Sir Malcolm Sargent, was a brilliant musician and internationally renowned conductor who often directed his support to children and young people. His compassion and love of music is felt to this day in cancer wards across Australia through Redkite's Music Therapy Program. Originally named 'The Malcolm Sargent Cancer Fund for Children', Redkite was founded in Australia in 1983 by Sylvia Darley OBE, Sir Malcolm Sargent's long-time Secretary and Manager. Sylvia identified the need for assistance with family essentials and established Redkite to provide practical, must-have care.

today

Redkite is a leading national cancer charity with over 30 years' experience in providing professional and essential support to children and young people with cancer and their families. We rely on the generosity of individuals, community groups and corporate Australia to deliver our programs and we receive no government funding.



a message from our Chair



Today there are around 40,000 people in Australia who are affected by childhood and youth cancer. These children and young people undergoing treatment—and their parents, siblings and grandparents—need information and support. When you add to this the thousands of partners and other carers affected by childhood cancer, the great need for Redkite's support is clear.

In 2015 we expanded Redkite's support to reach more of these young people, their families and carers with information and counselling, financial help, and education and career support.

We were also able to achieve a 4% increase in fundraising revenue over the previous year to ensure increased support, and kept our administrative and marketing costs to 9% alongside our continued commitment to constant improvement.

We know that the pressures faced by many Australians in the current economic environment are amplified for those facing their child's cancer. Redkite is there for them at this time of need. We reached 13% more families with financial assistance last year, providing \$1.9 million in direct grants through this program alone. We anticipate the demand for financial assistance will continue to increase in 2016 as more young people and families discover Redkite and find themselves experiencing financial challenges.

Our committed corporate partners and community of supporters across the country, along with our Board, Club Red members, workplace givers, pro bono supporters, ambassadors and volunteers, are enabling us to support more young people and families than ever before. We look forward to continuing this important work together – now and in the future.

Bruce Morgan
Chair

a message from our CEO



With clear purpose, passion and direction we have again managed to take significant steps toward bridging the gap in need for children and young people with cancer and their families across Australia in 2015.

Just over four years ago, we launched 'Real Connect', a services expansion plan that included a clear focus on strengthening sector collaboration. It was a plan that firmly positioned young people and their families at the centre. We recognised the need for a more seamless and connected experience that ensured timely and easy access to high quality services and information across their entire cancer experience. We also knew that there was a serious lack of age-specific support for teenagers and young adults and their families both in hospital, and when they returned home.

So where are we now? The plan has been executed with great success; new and expanded services are in place, and successful sector collaborations have been established. One in two, rather than one in four teenagers and young adults are now supported by Redkite at diagnosis. With our dedicated donors and volunteers, real support and connection has been achieved. We are particularly grateful to the Kinghorn Foundation and the Coles team and customers for their generosity in making this possible.

While we are proud of our progress, particularly expanded financial, counselling and educational support, we remain committed to bridging the gap so no child or young person is alone through cancer. We continue to focus on reaching all families who need us. Some of our achievements in 2015 included:

- increased telephone support groups, including new groups for parents of children with brain cancers, grandparents and fathers of young people with cancer
- significant expansion of our Education and Career Support Program, the only national service of its kind for young people living with the effects of cancer
- the opening of face-to-face counselling rooms in our four offices
- partnerships with researchers to investigate how the sector currently supports young cancer patients and what more needs to be done including the Youth Friendly Cancer Care project led by Professor Susan Sawyer, where vital national research was conducted into the needs of young people with cancer and their parents, and what a best practice model of supportive care could look like
- expanded support for bereaved families through tailored telegroups and a new support pack
- evaluation of our parent support groups at Camp Quality camps and our Care Pathways program at Lady Cilento Hospital in Brisbane, which improves connections to Redkite support and other community services for families once they leave hospital.

We were also pleased to be able to take custodianship of the Westmead Family Support Program last year, continuing the work of Cure Our Kids, an organisation set up by parents, for parents and supporting families with children at Westmead Children's Hospital in Sydney.

None of this could support could happen without our loyal community of corporate supporters; our experienced, engaged and committed Board; our warm, professional and hardworking team, our many volunteers who give their time and energy year after year; and the children, young people and families who inspire all of us with their strengths, resilience and willingness to share the reality of their cancer journey. We have come a long way together. We know we still have a way to go. I thank you for continuing on this journey with us, a journey and future that will include further collaboration and embracing digital opportunities to ensure even greater ease of access to information and support – where, when and how young people and their families need it.

Jenni Seton
CEO

why your support matters to children and young people facing cancer

Today more than 25,000 children and young people, parents and siblings are directly affected by childhood and youth cancer. Thousands more grandparents, partners and other carers in their support networks are also affected.

They need the essential, practical support Redkite provides.

In 2015:

AT DIAGNOSIS

1150 children and young people received Redkite Red Bags and Diagnosis Support Packs

Redkite Social Workers provided 16,000 hours of support at the hospital bedside



Redkite Music Therapists based in 6 children's hospitals delivered over 4100 sessions

THROUGH TREATMENT



More than 1690 people received essential phone and email support.

More than \$1.9 million was provided in financial assistance grants

AND BEYOND



Our Education and Career Support Program supported 645 young cancer patients and survivors

\$400,000

in grants helped them with essential education costs



75%

of young people surveyed said they now have more clarity about their next steps towards their education and career goals thanks to Redkite

38

38 Redkite and Coles Dare to Dream Scholarships were granted

every six hours a family in Australia is told their child has cancer

Redkite reaches almost all children in major children's hospitals at the time of their cancer diagnosis. We are now reaching 1 in 2 young people (15-24 years).

Too many teenagers and young people with cancer do not know how we can help them. Many of them are treated in the adult hospital system, where they are likely to feel isolated and without access to age-appropriate support. Similarly, families of younger children may not know the full extent of support available to them.

Our vision is to support every child, teenager and young adult with cancer and their family who need us. We still have a lot of work to do.



◆ Experienced professionals in hospitals

People facing a cancer diagnosis often talk about being thrust into a whole new world.

Redkite Social Workers help them navigate this world, providing information, advice and counselling, and connecting young people and families to other support services.

We are Australia's largest non-government funder of social workers in children's hospitals, with professionals in nine major hospitals and treatment centres around the country:

- The Children's Hospital at Westmead
- John Hunter Children's Hospital, Newcastle
- Lady Cilento Children's Hospital, Brisbane (formerly Royal Children's Hospital)
- Monash Medical Centre, Melbourne
- Peter MacCallum Cancer Centre, Melbourne
- Princess Margaret Hospital for Children, Perth
- Royal Children's Hospital, Melbourne
- Sydney Children's Hospital, Randwick
- Women's and Children's Hospital, Adelaide

Westmead Family Support

We were pleased to be able to continue providing support services previously delivered by Cure our Kids at the Children's Hospital at Westmead in NSW in 2015. This organisation focused on the day-to-day needs of families who have a child with cancer. We are continuing this support at Westmead through our Family Support Coordinator Anne, and other services including a weekly delivery of groceries to the parents' room on the oncology ward.



Redkite Hospital Social Workers help people facing a cancer diagnosis to navigate a whole new world



In 2015 Redkite Social Workers provided 16,000 hours of support at the hospital bedside



Redkite Music Therapists based in 6 children's hospitals delivered over 4100 sessions in 2015

Jodi and Trystan



Jodi was shattered when she heard her three-year-old son, Trystan, had cancer. Her husband, Darren, had died from cancer a few years before. "I thought I was going to lose my son too," Jodi says.

"Trystan had been unwell for several weeks, but at first we thought it was just a virus.

I took him to the doctor and a few hours later, he told me to pack an overnight bag and call an ambulance – Trystan had leukaemia."

Trystan's treatment took longer than expected, and the two to six weeks of treatment she initially expected turned into 12 months. Jodi had left her three youngest children in the care of her eldest daughter—who returned home from university—while she stayed with Trystan during his increasingly intensive treatment.

Jodi says the impact on her other children was huge. "We left in an

ambulance, I didn't even get to say goodbye to my other children, and it still hadn't really sunk in.

Redkite was there from diagnosis. "I didn't know what support services were available, but the fantastic social workers at the hospital applied for some support for me through Redkite. An initial grant and further support such as fuel and food vouchers from the supermarket was just amazing.

"I'll never forget being presented with a Redkite Red Bag. At a very hard and lonely moment it showed that somebody cared. I didn't know these people but somebody cared and the items in the bag were very, very useful. It became my security blanket. I still carry

that bag with us to hospital now," Jodi says.

"There are a lot of extra expenses that you just don't even think about. Hospitals are very expensive places, particularly when you are there for a long time, and you have to run out to the supermarket, to the shops to buy this that. I can't thank Redkite enough, they kept us afloat during this period as I was supporting two households."

Trystan is now in remission. He is doing really well at school and loves to be there with his friends.

Jodi has found her own strength through the experience as well. "I can take on the world, I know I've got a lot more fight in me," she says.



We opened face-to-face counselling rooms in Sydney, Perth, Brisbane and Melbourne

Cancer treatment can last for months or years. Redkite is there every step of the way with financial assistance, professional counselling, music therapy, and other information services.

◆ Information and counselling

The professional and highly-skilled Redkite support team is available to families across Australia on the phone, face-to-face and via email. Any member of the family or a child or young person's support network can connect with us.

More than 1690 people received essential phone and email support in 2015. 74% of them were young people and family members, and 26% were health or education professionals.

Redkite Social Workers in the community also facilitate phone support groups for families at various stages of the cancer journey. Support through telegroups increased significantly in 2015, with groups for grandparents, bereaved parents, and for parents of children with brain tumours. Single information sessions were also created in 2015 for newly bereaved parents, dads of young people with cancer, and parents of teenagers with cancer. Further expansion of this service is planned for 2016.

In 2015 we also opened counselling rooms in our Sydney, Melbourne, Perth and Brisbane offices – so that young people and families can visit us in central, welcoming locations.

Redkite Social Workers also share our tailored information resources with families. Last year we saw an increase in total resources distributed, including 600 books through the Redkite Book Club. We also saw a dramatic increase in visits to the support sections of our website, and will invest in continuing to improve the quality and depth of information available online in 2016.

◆ Supporting the experts

Support to health professionals strengthened in 2015 and remains a priority to ensure our experienced team can provide them with cancer specific information and resources wherever they are in Australia.

A survey of health, education and community professionals who had referred people to Redkite or contacted us for information found a high level of satisfaction with our service. Nearly all (99%) agreed they would recommend the service to another professional.

In 2015 we also connected with 38% more health professionals through the Redkite Report, a regular digital e-letter which provides information on our services and referral processes.



We supported more health and education professionals than ever before in 2015.



97% of those surveyed were satisfied with our support services



99% agreed they would recommend our services to other professionals



◆ Music therapy

Redkite Music Therapists are available to help children and young people cope with the stress of cancer in six children’s hospitals across Australia. They give young cancer patients the chance to manage their pain, express themselves, regain a sense of control, and have critical areas of growth and development stimulated. Redkite Music Therapists delivered over 4100 individual and group sessions in 2015.

‘Twinkle twinkle, Amy’s Story’ as shared by a Redkite Music Therapist

“One of the unique aspects of music therapy in many settings I feel is that it transcends spoken language. This was really brought home to me recently when I met little Amy* who comes from a remote aboriginal community and found herself suddenly surrounded by strangers in the completely foreign environment of the hospital. Our first few sessions were brief and I spoke mostly with her mum or dad, watching to see Amy’s reaction each time. As I slowly gathered information about what music might be familiar to her and also discovered that her dad played the guitar, Amy slowly began to show interest in my visits. Then one day, we were on! She watched me enter the room and spoke the first word I had heard from her, “guitar!” I brought my guitar and a smaller one for her which I placed gently on the bed and then stood at the end of her bed and played “Twinkle twinkle.” She simply watched at first, before I encouraged her to pick up the small guitar. She smiled and began to play. We joined together in music and her voice got louder and louder with each rendition of “Twinkle twinkle.” Before long Amy was sitting up and we were improvising songs and laughing together. It was truly a privilege to witness this little girl coming out of her shell and her parents’ delight in again seeing the cheeky little girl they obviously knew well. Since that day Amy has appeared to better manage being in hospital and is regularly chatting and interacting with staff – with the help of her parents translating.”

– Testimony from a Redkite Music Therapist

*Name changed for privacy reasons

“Redkite Music Therapists are so needed and so very much appreciated. We are very thankful for the music therapist that my son met while he was hospitalised. The music therapist brought much happiness and a calming feeling to my son - as well as myself.”

◆ Financial assistance

Cancer can be expensive. A cancer diagnosis brings extra financial demands at a time when at least one parent may have to stop work to be at their child’s bedside. For young people with cancer who are living independently, financial pressures can be overwhelming.

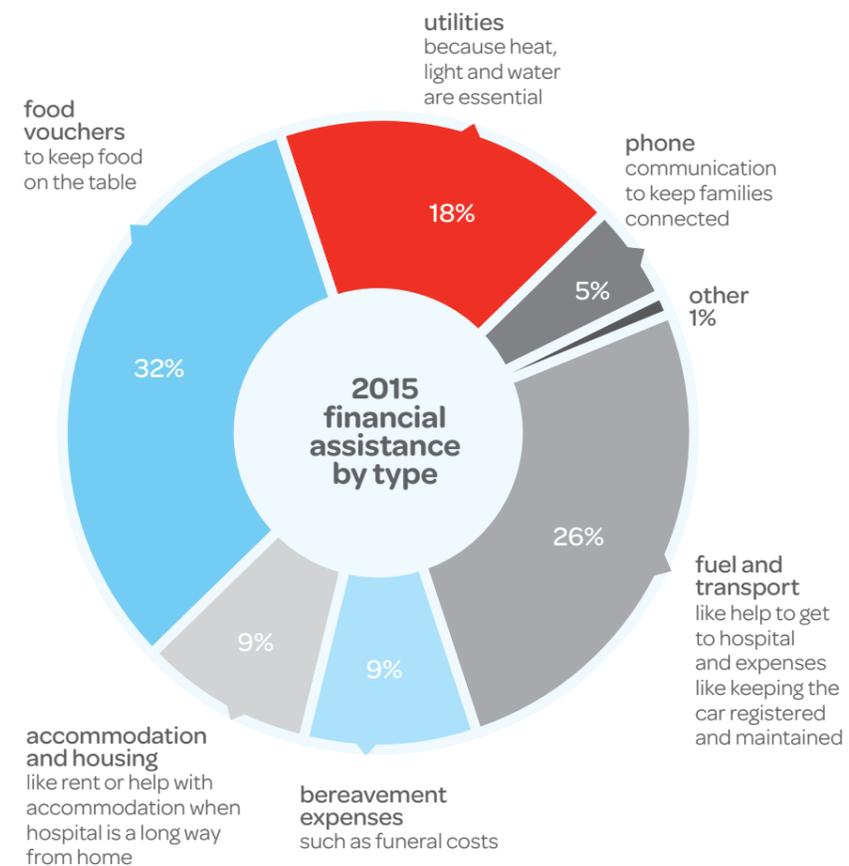
One study has found that parents can lose more than \$19,000 on extra costs like travel to hospital after a child’s cancer diagnosis. Almost 20% of parents reported taking a second job or working overtime to meet extra expenses.

In 2015 we reached 13% more families with financial assistance, helping keep food on the table and fuel in the car for trips to treatment. More than \$1.9 million was provided through the program last year, and there was a 13% increase in the number of grants provided specifically to young people with cancer.

Our financial assistance for families is also deepening, either for longer periods of time as we strengthen the transition from hospital to community support, or because their needs are more extreme.

As awareness of Redkite’s services grow, we expect increased demand for financial support from families facing financial pressures.

Financial assistance provided by type (%)



Cancer is expensive. Redkite can help cover the cost of many essential items and connect young people and families to other support.



One study showed families can spend \$19,000 on costs like travel to hospital and meals while there after diagnosis.



In 2015 we supported almost 1700 families with financial assistance, 13% more than in 2014.



Cancer doesn't end when treatment ends, so Redkite continues to be there with support. No matter where a family's cancer journey leads, we believe in hope, dignity and the resilience people bring to their cancer experience.

◆ **Education and career support**

Cancer treatment can mean months or years of disruption to education, training and work. A child or young person diagnosed with cancer aged between 12 and 18 is more likely to need special education services, repeat a grade, be absent from school, and is less likely to graduate from school or university. People with childhood cancer are twice as likely to be unemployed.

Redkite's Education and Career Specialists have a unique understanding of the specific challenges cancer can bring. They provide support and advocacy on the phone, via email and in person. They work with young cancer patients and survivors to develop plans so they can pursue their dreams and build their best possible futures. There is no other national program in Australia addressing these needs.

The program launched in 2014, and is contributing to improved emotional wellbeing for many young cancer patients and survivors. A survey of our Education and Career Support Program in 2015 found 83% of young people said the program had increased their knowledge of the opportunities available to them, and 75% said they had more clarity about the next steps they needed to take towards their education or career goals.

◆ **Care Pathways stops families falling through the gaps**

Redkite knows that some points in the cancer experience come with particular challenges. For example, families and young people sometimes face gaps in support when they move from intensive cancer treatment to maintenance therapy, return home from hospital, finish treatment, or go through bereavement.

To address these gaps, Redkite launched a pilot Care Pathways Program at Brisbane's Lady Cilento Children's Hospital to ensure more children, young people and families are supported seamlessly throughout their cancer experience through a systematic, endorsed referral system and increased awareness of our services and their benefits.

An evaluation of the pilot from March to July 2015, found 67% more individuals linked with Lady Cilento Children's Hospital accessed support from Redkite compared to 35% at all other paediatric hospitals. Our learnings will contribute to the effective rollout of other Care Pathways Programs across Australia.

"I could not do my job or deliver the quality of service to adolescents and young adults without the support of [Redkite] services."

In 2015 the Redkite Education and Career Support Program supported 645 young people

Redkite Education and Career Specialists delivered over 1320 individual sessions



Grants worth \$400,000 went to essential education costs including tutoring, classroom support, equipment, and university/course fees



38 Redkite Coles Dare to Dream scholarships were awarded



75% of young people surveyed had more clarity about their next steps towards their education and career goals



◆ Support for bereaved families

A child or young person's death is one of the most devastating events that can happen to any family. The grief that follows lasts a lifetime.

Our services for bereaved families recognise the importance of hope and dignity, and acknowledge the resources, strengths and commitment people bring with them to the journey. Redkite's support team provides one-on-one grief counselling for bereaved families as well as support groups that bring parents together over the phone, inviting them to share their experiences and learn from others.

Redkite also helps with the cost of funeral expenses as many families can face significant financial strain after cancer treatment and related expenses. This is essential help at a challenging time for most families, as they can continue to face significant financial strain after months and years of treatment.

We know there is a distinct lack of Australian-specific resources for families who have experienced the death of a child from cancer. In 2015 we developed a new information and support pack for those who have recently experienced the death of a loved one.

In 2016 we are launching additional information and resources based on the experiences of 100 parents who generously shared the stories of their child's cancer diagnosis, end of life and their family's transition into bereavement. The new resource recognises parents as experts in their own world, and aims to share experiences, reduce isolation and affirm the value of other families living through similar experiences.

◆ Collaboration

In 2015, we continued to facilitate Parent Groups at Camp Quality Family Camps across Australia to ensure children with cancer and their families receive important support. An evaluation of the group sessions found 96% of the parents who responded agreed they felt 'heard' in the group setting, and 85% agreed they felt comfortable to participate and share their ideas. They said they left feeling less alone and isolated, learnt tips and techniques to help them manage day to day, and had greater awareness of the support available.

"My husband for the first time ever took part. The group environment made him happy to share. He's never really opened up before so I was really surprised and so was he."



Our information and support pack for bereaved families includes two books that offer coping strategies and share the experiences of other bereaved families, along with a memory candle and information about how we can continue to support bereaved families and loved ones.

Bec and Henry

When 10-year-old Henry started experiencing severe headaches and vomiting, the cause was put down to dehydration, exhaustion, or a virus. But after an optometrist noticed bleeding on Henry's retina, an MRI showed Henry had a brain tumour. The next day, he underwent an eight-hour surgery to remove it.

A Redkite Social Worker at the hospital was there for Henry's mum Bec and her family with information and counselling. "The social workers there were the main people who helped. They were great for counselling, they were fantastic at just helping organise anything that needed organising."

Once he recovered from the surgery, Henry went straight into six weeks of radiation, followed by four months of chemotherapy. Because their local hospital wasn't equipped to do the type of treatment Henry needed, it meant staying two hours away in Melbourne for almost a year while Bec's husband Martin stayed at home to keep his business running.

"I think what Redkite does is the best kind of help that a family needs," Bec says.

"As a family, our main need was just that bit of financial help, right when a bill comes in, because you've got one parent pretty much out of action

and one trying to earn a living."

With her family back home in regional Victoria, phone calls were important in helping Bec get the moral support she needed and for keeping Martin informed, but they had a huge financial impact on the family. "Our phone bills were massive," she says. "Redkite actually paid for one of those bills, which was a huge help financially because other things were mounting up. You don't want to have to be worried about suddenly getting an unexpected, very large bill."

With Martin travelling to Melbourne on weekends to see his wife and children, as well as frequent trips back for appointments and check-ups once they moved back home, fuel costs quickly added up too. "Redkite also gave us some petrol vouchers, which made a huge difference with all the travel between home and Melbourne," Bec says.

"I think what Redkite does is the best kind of help that a family needs. Our main need was just that bit of financial help, right when a bill comes in, because you've got one parent pretty much out of action and one trying to earn a living."

Henry's now been in remission for three years and is managing the long-term effects from treatment.

Bec says their experience helped put smaller problems in perspective. "It is horrific to watch your child go through such a huge number of intense and ongoing treatments and procedures, but it does highlight constantly to me the importance of trying not to get distracted in life by the things that don't matter.

"Redkite was there right when we needed some support. It was like a hand out of a trench – an ongoing battle of back and forth! We felt great support from a community of people we'd never met – support which stands out in our memory of that time."

dare to dream scholarships

Dare to Dream Scholarships were awarded to 38 young people in 2015

Jessica, 19, used her scholarship to pay for books and equipment as she studies for her degree in journalism.

“From my earliest days of my childhood, all I can remember is wanting to be a journalist. When I was diagnosed with cancer, my education came to a halt. I missed an entire year and felt like I was so far behind in terms of learning. I’m proud I didn’t let cancer hold me back and actually used it to help further achieve my dreams. I believe what I did as a cancer patient, and what I will continue to do, has granted me an advantage towards my future as a journalist.”



“After cancer, it’s exactly the kind of kick start I need to help make my lifelong dream become a reality. I have been involved with and surrounded by music my whole life, and I want to be able to further my passion and really make something of it.”

National Redkite and Coles Dare to Dream recipient **Tristian** used his scholarship to pay for musical instruments, and singing and piano lessons to help turn his passion for music into a career.



Tahra, 24, will use her scholarship to enrol in a Diploma for Early Childhood Education and Care, and towards the cost of tuition and a laptop.

“My dream is to become an early childhood teacher. I can no longer have children but love them, so going into the childcare industry would help me through life, filling the void in a way.”



Niamh, 18, used her scholarship to volunteer at Sunrise Children’s Village in Cambodia.

“When I was first diagnosed, they really thought I wasn’t going to make it. I spent 10 days in a coma on life support. I think it just makes the scholarship more special because it’s something I didn’t think I’d be able to do. Today my dream is to travel to countries including Vietnam and Cambodia to allow me to gain a first-hand knowledge of developing countries. While in these countries I want to work in hospitals and orphanages so that I can help children and gain a greater understanding of the challenges they face. Volunteering there is definitely something I’ve always been interested in. For as long as I can remember, that’s always been something that’s important to me.”



Jarrold, 21, received a scholarship to help him achieve his dream of working as a physiotherapist or exercise physiologist. His advice to other young people facing cancer:

“Basically say yes to everything and take all the opportunities that you can. Don’t let your disability hold you back.”

our community of supporters

The remarkable community of Redkite supporters the distance for children and young people with cancer.



1. WA businessmen and passionate Redkite supporters Alan Pavisich and Danny Psaros raised over \$90,000 for families as they walked 20km in tutus 2. Jo Kinghorn opened the Redkite family counselling room in Sydney 3. Celebrity players at the 2015 Sydney Swans Celebrity Match kicked goals for Redkite 4. Coles Tuggeranong team members and local MP Gai Brodtmann launched the annual Redkite Christmas donation card campaign in December 5. Redkite Ambassador Susie Latimore traded painting during our Trade a Treat campaign 6. Wallabies Nick Cummins and Will Genia visit children at Lady Cilento Hospital 7. Wadalba House Captains present Redkite with a \$500 donation 8. Tough Mudder competitors compete in support of Redkite in NSW 9. Redkite Chair Bruce Morgan flew the Redkite at the Myer Precious Metal Ball 10. Ambassador Jude Bolton's appearance on Dancing with the Stars benefited Redkite 11. Flight Centre's Jason conquers the IRONMAN 70.3 Western Sydney in support of Redkite 12. The WA Charity Orchestra donated \$20,000 to families facing cancer from their 2015 concerts 13. Generous Coles Victoria team members raised funds and awareness for Redkite at Run Melbourne 14. The generous Taylors Wines team at the Sydney Corporate Quiz 15. Country Road team members fundraise in store for children and young people with cancer 16. The Rawsthorne Family raised over \$3,750 through their annual Lithgow Lights Christmas display 17. Fremantle Dockers stars Tendai Mzungu, Jack Hannath and Kobi McGurk sing Christmas Carols at Princess Margaret Hospital for Children 18. Coles Diamond Creek team members get behind the Christmas donation card campaign. 19. Keen supporters at SAP's annual Golf Day for Redkite raised a record-breaking \$33,000.

Redkite's Premier Partner



Coles has been Redkite's Premier Partner, committed to supporting children and young people with cancer and their families, since Australia Day 2013. The extraordinary Coles team - from in-store teams to the executive team - take great pride in investing energy, creativity and passion into supporting Redkite. Every day they inspire customers and communities alike to join them and make a genuine and lasting difference to families facing cancer.



Coles team members at Wambro turn superheroes for Redkite



Sarah from Kangaroo Flat proudly displays donation cards sold in store



'Tis the season for giving - Coles Bondi employees ushered in the Christmas spirit



Coles team members proudly ran for Redkite at the Bridge to Brisbane event

In 2015, Coles continued to generously donate five cents from the sale of every loaf of Coles Brand and Coles Smart Buy bread to Redkite.

Kitedays, a new national fundraising campaign launched in September, with teams across Australia holding quirky fundraisers such as in-store bike challenges, BBQs, bake sales, head shaves and themed dress up days. Dedicated team members have also shared their dedication and community spirit, hitting the pavement and running in physical challenge events for Redkite. In December, customers purchased \$2 Christmas donation cards, raising a record breaking \$1.1 million for families facing cancer.

Through sheer dedication, Coles raised \$4.9 million from 26 January 2015 to 25 January 2016, helping Redkite support more families from the moment of diagnosis, through long treatment periods and when families return home.

Thanks to Coles team members and messages on Coles bread products and receipts, more families are aware of Redkite today and the essential financial, emotional and education support we provide at a time when it's needed most.

Coles' incredible support in 2015 means we have been able to provide:

- 16,000 hours of essential counselling and practical support to families across nine hospitals
- 1890 education and career support sessions to over 400 teenagers and young adults to achieve their work and study goals
- 38 Coles and Redkite Dare to Dream scholarships to help teenagers and young adults pursue their education and career aspirations
- 3300 support booklets to young people, parents and family members facing cancer at Christmas called "Getting through Christmas".

Leading partners



30+ years

Since Redkite's inception, Herbert Smith Freehills has generously provided legal counsel on a pro bono basis. Herbert Smith Freehills has been a committed and important partner, providing essential legal work and advice to the whole organisation.



5+ years

JB Hi-Fi has been a major supporter of Redkite for the last six years. The team's passion for supporting families is demonstrated in JB Hi-Fi's nationally recognised workplace giving program. The team also raises money through in-store donation boxes.



A Member of The Linde Group

15+ years

BOC's significant support to Redkite's Cancer Journey Program has enabled Redkite to support thousands of families for over 17 years. BOC staff and families also organise a range of fundraising activities and generously volunteer at Redkite events, including the Redkite Corporate Quiz which the company supports.

Ernest Heine Family Foundation

Since 2014, the Ernest Heine Family Foundation has generously donated to ensure more financial assistance is available to help families across Australia face the overwhelming impacts of cancer.

COUNTRY ROAD

5+ years

Country Road generously made Redkite's Red Bag Program possible for over seven years. Red Bags provide families with practical support in hospital at the time of their child's diagnosis. Dedicated Country Road team members also make regular workplace donations, pack the bags and organise in-store promotions.



FLIGHT CENTRE FOUNDATION

Flight Centre Foundation is the major supporter of Redkite's diagnosis support packs. These provide immediate support in hospital, so teenagers and young people know they are not alone with cancer. The Flight Centre team also generously volunteers to pack the diagnosis support packs.

Kinghorn Foundation

The Kinghorn Foundation has enabled Redkite to deliver Real Connect, an innovative expansion program designed to better meet the needs of families navigating the cancer journey. With the Foundation's ongoing generous support, we are reaching more families with the specific support they need.



Redkite was proudly nominated as the charity partner of the Myer Stores Community Fund's annual Precious Metal Ball in 2015 for the third year. Proceeds from this Ball ensured 100 families received essential Redkite support for a full year of their cancer experience.



Country Road volunteers help pack Redkite Red Bags

Major partners



10+ years

Crowe Horwath audits Redkite's finances and ensures compliance with standards and regulations—all on a pro-bono basis. The team also organises a variety of fundraising activities throughout the year in support of families on the cancer journey.

Flannery Foundation

5+ years

For over five years, the Flannery Foundation has been committed to helping Redkite provide essential support to Queensland families facing the challenges of a young person's cancer diagnosis.



5+ years

Boral has generously supported Redkite's Financial Assistance Program since 2012, relieving pressures on families at a time when continuing to work can be impossible, yet the bills continue to pile up. The enthusiastic Boral team also holds fundraising activities and volunteers their time at events.



Stockland CARE Foundation launched a new partnership in 2015 in support of the Cancer Journey Program. Stockland team members will generously support more than 40 families through the whole cancer journey over the next 12 months.



5+ years

Bankwest generously sponsored the Shout Out About Redkite Program, raising awareness and helping to reach more children, young people and families. Bankwest's dedicated team also engaged in fundraising, workplace giving and volunteering.



Ponting foundation

5+ years

As the founding partner of Redkite's Exceptional Needs Assistance Program in 2010, the Ponting Foundation continues its generous support for families facing extreme circumstances in addition to a childhood cancer diagnosis.

Daphne Malcolm Trust

In 2015 the Daphne Malcolm Trust provided financial assistance for families facing the impacts of a childhood cancer diagnosis. Their generous grant helped families pay for accommodation near hospital and transport costs to and from treatment.



Your Safety Factory supports Redkite by generously donating ten cents from every pair of gloves sold through their stores. The program helps us to reach more children, young people and their families facing cancer with support when they need it most.



5+ years

Direct Group has been committed to children and families facing cancer for over seven years. For Christmas 2015, they generously provided thousands of food hampers, supporting families at what is often an emotionally and financially difficult time.



5+ years

Supporting Redkite's Cancer Journey Program since 2008, SAP is dedicated to ensuring more families have access to essential information and counselling, financial help and education and career support.



MPA generously supports Redkite's Cancer Journey Program and committed to raise \$100,000 between July 2015 and June 2016 through staff fundraising activities with the company matching dollar for dollar. MPA also provided substantial pro-bono support, making the refit of Redkite's National Office possible.

Supporting partners



20 years



10+ years



10+ years



5+ years



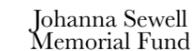
5+ years



5+ years



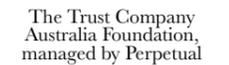
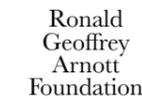
5+ years



5+ years



5+ years



Key supporters

- John Almgren AM and Yvonne Almgren
- CSL
- Earth Catering
- Estate of the late Paul Edward Dehnert

- Farrell Family Foundation
- G W Vowell Foundation Limited
- Intraining
- Jo Kinghorn
- PPB Advisory Foundation
- Qantas Credit Union Arena

- Santa Fe Wridgways
- SAP Ecosystem Foundation
- Sofitel Melbourne On Collins
- TLE Electrical
- WM Ritchie

Trusts and foundations

- Beeren Foundation
- Benchmark Foundation Pty Ltd
- Brady Cancer Support Foundation Inc
- Channel 7 Telethon Trust
- Count Charitable Trust
- Corio Foundation
- Daphne Malcolm Trust
- Denton Family Trust
- Dimmick Charitable Trust
- Ernest Heine Family Foundation
- Estate of the late Paul Edward Dehnert
- Farrell Family Foundation
- Flannery Foundation
- The Gross Foundation
- G W Vowell Foundation Ltd
- James N Kirby Foundation
- The Jessica & Wallace Hore Foundation

- Joe White Bequest
- Johanna Sewell Memorial Fund
- J.P. Stratton Trust
- The Karen and John Kightley Foundation
- Kinghorn Foundation
- Liangrove Foundation Pty Ltd
- Marian & E.H. Flack Trust
- Norman, Mavis & Graeme Waters Perpetual Charitable Trust
- Ponting Foundation
- R. A. Gale Foundation
- Ronald Geoffrey Arnott Foundation
- Stack Family Foundation
- Stan Perron Charitable Foundation
- Todd Family Foundation
- The Trust Company Australia Foundation, managed by Perpetual
- William Angliss (Victoria) Charitable Fund

Workplace givers

- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none"> • Australia Post • Bankwest • BHP • Bupa Australia Group • CGU • Chartered Accountants Australia & New Zealand • Coles | <ul style="list-style-type: none"> • Country Road • CSL Limited • Department of Ageing, Disability & Home Care Services • Devine • Ernst & Young • Flight Centre | <ul style="list-style-type: none"> • Greenhill • Herbert Smith Freehills • I-med Network • JB Hi-Fi • Lion • National Australia Bank • Nextgen Distribution • SAP Australia and NZ | <ul style="list-style-type: none"> • Suncorp Bank • Sydney Opera House • Telcoinbox • Transurban • UXC Ltd • Wilson HTM Foundation • Wolseley Private Equity |
|--|--|--|---|

Redkite acknowledges the support of the Australian Charities Fund, ADF Employer Services, ADP, Benevity, Charities Aid Foundation, Goodcompany, Karma Currency and United Way for facilitating payroll giving partnerships.



The 2015 Colour Ball Committee organised another glamorous event in support of Redkite in Sydney

Redkite ambassadors and special supporters

- | | |
|---|--|
| <ul style="list-style-type: none"> • Jude Bolton • Rob Carlton • Frank Coletta • Nathan Coulter-Nile • Ryan Crowley • Harry Cunningham • George Donikian • Georgie Gardner • Jack Hannath • Marcus Harris • Les Hill • Brett Kirk | <ul style="list-style-type: none"> • Susanne Latimore • Brad McEwan • Tendai Mzungu • Myles Pollard • Tatafu Polota-Nau • Magdalena Roze • Rhyce Shaw • Adam Spencer • Tony Squires • Nick Suban • Jayde Taylor |
|---|--|



Redkite Ambassador Georgie Gardner gave up chocolate for a week for our 'Trade a Treat' campaign to support children and young people with cancer



WA businessmen and passionate Redkite supporters Alan Pavisich and Danny Psaros raised over \$90,000 as they walked 20 km in tutus

Valued friends

- | | | | |
|---|--|---|---|
| <ul style="list-style-type: none"> • Advertiser & Sunday Mail Foundation • Robert Albert AO • Alibi Pictures • The Andjelic family • John Angus • Ruth Armytage AM • Australian Reliance • Australian Turf Club • Beastwear • Craig Bolton • James Brett • Gai Brodtmann, MP • Bec Brown • Leon and Sue Butcher • Cable Beach Club Resort & Spa • Cedars Tavern • Mark and Rebecca Ceglinski • Charlie Clausen • Abby Coleman • Natalie Cook • Stav Davidson • Devine • Leanne Donaldson, MP • Bill and Eileen Doyle • Barry du Bois • Alex Dyson • Maree Edwards, MP • Jonathan Egan | <ul style="list-style-type: none"> • Ellenbrook Rangers Cricket Club • Etihad Airways • Facebook • Tiffany Farrington • Anthony 'Blue Wiggle' Field • Paul Field • Ryan Fitzy Fitzgerald • Ben Fordham • Andrew Fraser, MP • Lachy 'Purple Wiggle' Gillespie • Scott Gooding • Lisa Gormley • Kris Giffin • Troy Grant, MP • Halekulani Resort • Ed Halmayi • Shelley Hancock, MP • Jodie Harrison, MP • Hawaiian Airlines • Rhae Hooper • Jarrod Hunt • I-Med Network • Del Irani • Ironman Asia-Pacific • Joel Jackson • Kailis Jewellery • Cameron Judd • Ellie Laing • Sam Lane | <ul style="list-style-type: none"> • Lawson Elliott • Dr Geoff Lee, MP • Karni Liddell • Lighthouse Communications • Matt Little • Vic Lorusso • Sam Mac • Daryl Maguire, MP • Susan Maple-Brown AM • Mark Matthews • Rob Mills • Ben Mingay • Lizzi Morrissey • Darcy Munn • Carmelo Munzone • Nextgen Distribution • Gillian O'Shaughnessy • Willy and Mimi Packer • Peter Phelps • PGI • Simon 'Red Wiggle Pryce • Robert Pyne, MP • Hugh Riminton • Paul Rogers • Tim Ross • Jaben Ryan • Salisbury Hotel • Ron and Lyn Sayers • Scotch College • Helen Sewell AM • Adam Shand | <ul style="list-style-type: none"> • Carol Sharbanee • Chris Shaw • Suzanna Sheed, MP • Fiona Simpson, MP • Jack Singleton • Jillian Skinner, MP • Rosalind Smith • Kathleen Smith, MP • Jann Stuckey, MP • Social Diary • Kim Speare • Edwina Stuart • Sydney Accueil • Telcoinbox • The Royal Hawaiian • Ros Thomas • The Thomson Family • Vicky and Tom Todd • Paul Toole, MP • UM • Unity Communications • Villa Sungai Bali • Emma 'Yellow Wiggle' Watkins • Philippa Weekley • Wentworth Travel • Western Australian Charity Orchestra • Mark and Joanne Willcocks • Gabrielle Williams, MP • Jim Wilson |
|---|--|---|---|

Committees

- | | |
|---|--|
| <ul style="list-style-type: none"> • Colour Ball Committee • NSW Quiz Committee | <ul style="list-style-type: none"> • QLD Quiz Committee • VIC Quiz Committee • WA Quiz Committee • WA Events Committee |
|---|--|

Sporting partners



governance and regulation

Our Board and networks

Redkite is committed to:

- Actively seeking and utilising innovative solutions to improve service outcomes and organisational efficiency.
- Evaluating the effectiveness of our work, undertaking continual process improvement and building on past achievements.
- Delivering services and raising funds respectfully and with integrity.
- Being accountable to families who access our services and to Redkite's supporters.
- Listening to and collaborating with donors, sector stakeholders and the families who access Redkite services to ensure quality support is provided where it's needed most.
- Practising diversity, equity and inclusion as a foundation for all our work.
- Working closely with our donors, pro bono supporters and volunteers to keep operational costs to a minimum.
- Maintaining our positive, unified and professional culture.
- Creating a work environment that promotes Equal Employment Opportunity (EEO).
- Using Occupational Health and Safety policies and procedures to uphold a safe working environment.

Board functions

- Reviews and approves Redkite's strategic plan and operating and capital budgets.
- Appoints, guides and assesses Redkite's Chief Executive Officer.
- Ensures the integrity of internal controls, risk management and management information systems.
- Ensures appropriate delegations, policies and procedures and compliance with all relevant legislations and regulations.
- Ensures financial viability, solvency and sustainability.
- Advocates for Redkite.
- Ensures consultation and communication with all stakeholders regarding Redkite's operations and future direction

Board Committees

The Board has established Board Committees to oversee particular aspects of Redkite's operations and administration. Each Board Committee operates under a charter approved by the Board. These charters provide for external advisor members in addition to Director members and are reviewed annually and updated as necessary. The charters require that every committee includes at least one Director and that members have suitable qualifications for the role. Each committee reports back to the Board on their activities.

Remuneration Committee

- Ensures remuneration guidelines and policies are in place for the Chief Executive Officer, senior executives and staff, and monitors implementation.
- Comprised Bruce Morgan (Chair), Jennifer Horrigan and Sarah Goodman.
- The committee satisfied the requirement to meet at least once during the year.

Investment Committee

- Establishes and ensures appropriate investment and risk strategies for Redkite's general reserve fund, as well as the Johanna Sewell Bequest reserve fund, in conjunction with the Board and external professional advisors.
- Comprised Jennifer Horrigan (Chair), Joost de Kock and external advisors Don Stammer, Geoff Brunson and Helen Sewell.
- The committee met five times during the year.

Risk and Audit Committee

An enterprise risk management framework operates to enable the Board and management to continue identifying and managing key risks.

- Monitors and oversees Redkite's financial reporting, risk management and compliance programs.
- Comprised Sarah Goodman (Chair), Bruce Morgan and external professional advisor Jonathan Dooley.
- The committee satisfied the requirement to meet at least three times during the year.

Ethical standards and Code of Conduct

Board members, senior executives, staff and volunteers are expected to comply with all relevant laws and the values of Redkite as determined by the Board. This requires they act with integrity, compassion, fairness, honesty and respect at all times when working with children, young people and families affected by cancer and also with colleagues, supporters and other stakeholders.

Regulation

Redkite holds all relevant registrations, authorities and endorsements in Australia to operate as a charity and believes all are current and in good standing namely:

- Registration with the Australian Charities and Not for profits Commission as a charity (Registration no 65 104 710 787)
- Registration with the relevant fundraising authority in each state and territory of Australia for the purposes of fundraising in that State or Territory
- The endorsement of the Australia Taxation Office as a Deductible Gift Recipient (DGR) and endorsement for charity tax concessions in respect of income tax exemption, GST concessions and FBT exemption.

The Board

Redkite's Board oversees and monitors the management of Redkite and the performance of the Senior Executive Team. Board members meet at least six times during the year and receive detailed financial and operational reports from management on a regular basis. At the end of 2015, there were seven directors. Directors are appointed for a term of three years and for a maximum of three terms. All Directors volunteer their time and expertise to Redkite in support of children, young people and their families.



Mark Rigotti

Mark Rigotti is the Joint Global Chief Executive Officer of Herbert Smith Freehills. Prior to this, Mark ran a leading corporate, capital markets and fundraising practice for 15 years, spanning Australia and the United Kingdom. Mark is a member of the Business Council of Australia.

"Redkite makes a difference to people. That includes the children and young people affected by cancer - and also others who are involved with them and Redkite. I am always struck by the warmth of people that have been touched by Redkite - not just the children but also families, broader family and friend networks, sponsors, supporters and people who work for Redkite. It is inspiring to be part of something which does so much good and does it in a way which engenders genuine warmth."



Bruce Morgan
Chairman

Bruce Morgan is Chairman of Sydney Water and a Director of Caltex Australia Ltd, Origin Energy Ltd, the University of NSW Foundation and the European Australia Business Council. He was formerly the Chairman of the Board of Pricewaterhouse Coopers (PWC).



Ross Pinkerton

Professor Ross Pinkerton is the Director of Cancer Service, Children's Health Queensland Hospital and Health Service. He also holds the position of Professor of Oncology at the University of Queensland and is Chair of Queensland Paediatric Haematology Oncology Network.

"Having witnessed first hand in clinical practice over many years the invaluable benefits of the range of services that Redkite provides to patients and families, I am keen to contribute to the further expansion and development of the organisation's work."



Adam Spencer

Adam Spencer is a well-known author, media personality and long-term Ambassador for Redkite. Adam is also patron of a number of science-related events and programs and is the University of Sydney's Ambassador for Mathematics and Science and Number One ticket holder for the Sydney Swans.

"I've been a passionate ambassador for Redkite for 14 years and a Director since 2014. As a father of two gorgeous girls, I know the importance of Redkite's support for the entire family not just the sick child."



Jennifer Horrigan

Jennifer Horrigan was most recently Chief Operating Officer at Greenhill Australia. She is also a non-executive Director of APN Funds Management Limited, QV Equities Limited, General Healthcare, Industrial REIT. Jennifer has 25 years' experience across investment banking, financial communications, investor relations and strategic marketing.

"As someone who has been touched by cancer, I know that having the right support is vital - both through treatment and beyond. It is an honour to be part of Redkite providing essential support to children and young people with cancer and their families."



Sarah Goodman

Sarah Goodman is currently an Executive General Manager at the Australian Prudential Regulation Authority. She has 18 years' experience as a voluntary Company Director of charities and other not-for-profit enterprises, and has also been Company Director of several commercial companies.

"It's an honour to serve Redkite's families as part of the Board. The essential support Redkite provides means its services are critical at the most challenging of times for families."



Joost de Kock

Joost de Kock is a Partner and Managing Director at The Boston Consulting Group (BCG). He sits on BCG's global leadership teams for both its Technology Advantage and Public Sector practices. He also oversees BCG's social impact work in Australia. For over 15 years, Joost has advised private and public sector clients on strategy, business model design, and technology-driven transformation.

"Having spent 11 months in hospital as my 9-year old son underwent his chemotherapy, I understand the real difference Redkite's support makes to children with cancer and their families when their lives are turned upside down. As a Board member I am privileged to contribute to Redkite and provide a parent's perspective."

Senior Executive Team



Jenni Seton
Chief Executive Officer

Jenni has been the Chief Executive Officer of Redkite for 19 years. During this time she has been instrumental in developing innovative, needs-based cancer services. Jenni has been key to Redkite's growth and development through fundraising, corporate relationships and service provision from the days as Malcolm Sargent Cancer Fund for Children and its transition to Redkite in 2005. Jenni's move to the not-for-profit sector came after several years of management in accounting practices. She was previously the Director of Public Relations and Fundraising with the Australian Red Cross ACT.



Monique Keighery
General Manager Marketing and Fundraising

Monique has been with Redkite for ten years, and is currently General Manager of Marketing and Fundraising. Monique is responsible for overseeing the management and development of all brand and revenue activities. She brings extensive experience from not-for-profit, government and corporate sectors in marketing, fundraising and stakeholder communications. Organisations she has worked with previously include the Australian Red Cross, The George Institute for Global Health and ING.

"Increasing awareness of Redkite remains a priority given too many families are missing out on the essential support they need. We will work hard to achieve this alongside our generous corporate and pro bono partners, while raising the sustainable revenue required to develop our programs to support more families."



Rachael Clifford
General Manager Finance and Operations

Rachael has been with Redkite for more than nine years, starting as an Assistant Accountant, before stepping into a Financial Controller role. She is currently the General Manager of Finance and Operations. Rachael is responsible for all finance and administration across the organisation, risk management, HR, information and technology, and leads major process improvement projects. Rachael began her career in the corporate sector, where she gained valuable financial management experience, and her aim was to bring these skills to the not-for-profit sector.

"Our priorities in 2016 are to use technology to improve access and reach to families needing our support, and a focus on improving our operational systems to create even greater efficiencies"



Nicole Schleicher
General Manager National Services

Nicole joined Redkite in February 2014 as General Manager of National Services and is responsible for the development, delivery and quality of all the services we offer, encompassing financial assistance, information and counselling, education and career support, practical help and research and evaluation. Nicole has brought with her over 25 years' management experience in not-for-profit organisations. She has played leading roles at The Benevolent Society, Wesley Mission, Baptist Community Services and The Smith Family.

"In 2016 I'm looking forward to seeing Redkite continue to partner and collaborate with our colleagues in the health and education sectors. Our recent Health Professionals Survey revealed that we are a highly valued, well regarded and reputable partner in the cancer support services sector. We truly believe that great things are possible when we combine our strengths with other providers and specialists to deliver more impactful and seamless services for children, young people and their families across the country."



Graeme Bartram
General Manager People & Culture

Graeme joined Redkite in February 2016 as General Manager of People & Culture and is responsible for human resource management and volunteering. Graeme brings 35 years experience to the role. He has worked for Australian Paper, Shell and was most recently the HR Director for BOC South Pacific.

"The priorities for Redkite People & Culture in 2016 are reinforcement of our values and behaviours, talent development and improved utilisation of our volunteers."



Redkite Patron Marina Prior at the Myer Precious Metal Ball in support of children and young people with cancer

Alumni

- Clive Austin AM
- Tania Baker
- Ron Bennetts
- James Bishop
- Tony Collins
- Robert Dalgeish
- Peter Davies
- John Durkan
- Bunny Gardiner-Hill
- Alan Good
- David Gray
- Neil Hackett
- David Hind
- Jo Hind
- Ron Hirsch
- Kathy Hirschfeld
- Shaun James
- Lesley Koenig
- Alison Lansley
- Bill Lennon
- John Levey
- Sheila MacLennan
- Neil Matthews
- Mary McGowan
- Jeff Mews
- Judith Mulholland
- Robert Mulholland
- Tony Newton
- Hon Justice Robert Nicholson AO
- Peter O'Regan
- Mark Palmer
- John Pickering
- Jeanne Rockey AM

- Sue Rowell
- Owain Stone
- Kevin Watson AM

Patrons

- John Buchanan
- Professor Arthur Clark AM
- John Curro AM MBE
- Dr Richard Divall OBE
- The Right Honourable Earl of Portarlington
- Professor Henry Ekert AM
- Dr Robert Every AO
- Mark Johnson AO
- Chris Masters PSM
- Helen Sewell AM
- Her Excellency, the Honourable Kerry Sanderson AO, Governor of Western Australia
- Lady Valery Stephen
- Dame Kiri Te Kanawa DBE
- Richard Tognetti AO
- Barry Tuckwell AO OBE
- David Williamson AO
- Geoff Brunson

New South Wales Regional Council

- President Mr David Giffin
- Ms Jo Boundy
- Dr Richard Cohn
- Mr Andrew Finlayson
- Mr Mark Gold
- Ms Anna McMurtrie
- Mr Stephen North

- Mr Michael Porter
- Mr Andrew Watson

Queensland Regional Council

- President Mr Grant Sparks
- Ms Inma Beaumont
- Ms Michelle Bond
- Mr Jonathan Dooley
- Dr Helen Irving

Victorian Regional Council

- President Mr Kristoff Keele
- Ms Jodi Geddes
- Mr Duncan Russell
- Mr Robert Speedie

Western Australia Regional Council

- President Mr Alan Pavisich
- Mr Mark Ceglinski
- Ms Barbara Di Labio
- Ms Karen Fleischer
- Mr Gabor Hernadi
- Ms Elizabeth Macknay

2015 financials

Redkite directed 9.5% more funding to the delivery and development of essential family support services in 2015 over the previous year due to the generosity of our community of supporters and our continued focus on being as effective and efficient as possible.

There was significant year-on-year growth in our financial assistance to families, which increased by 13% in 2015 from the prior year. There was also a 7% increase in total resources distributed to families and professionals and also continued expansion of our Education and Career Support Program.

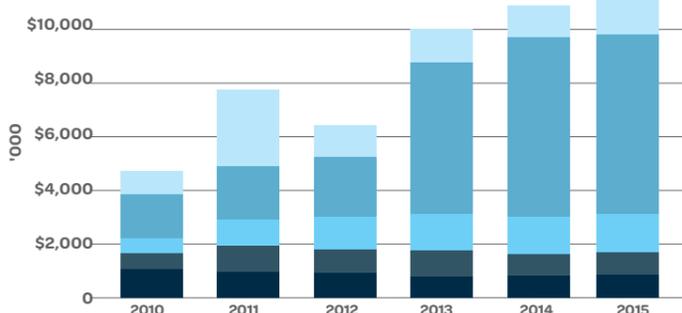
We increased fundraising revenue by 4% in 2015 despite a tough economic climate. This climate was challenging for many of our supporters, but even more so for the families we assist, as demonstrated in the very significant increased demand for financial support to pay everyday bills.

Redkite is committed to containing costs across administration and fundraising. Administration costs remained at just 9% of total expenditure and direct fundraising costs remained at 6% of fundraising revenue in 2015. We experienced a minor reduction in employee expenses in 2015.

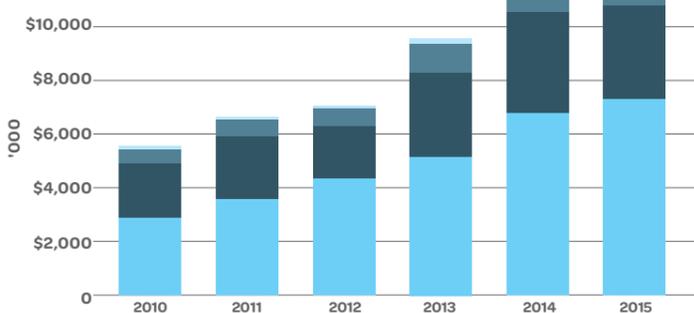
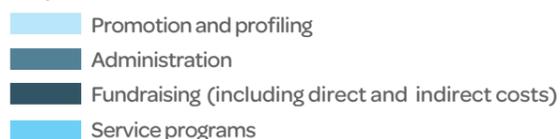
We continue to receive tremendous support from our corporate and individual pro bono partners. In 2015 pro bono providers audited our financial accounts; delivered legal services; secured free TV, online and print media space; and ensured good governance at national and state levels amongst many other contributions.

A planned deficit in 2015 enabled us to invest in the foundations necessary to meet the acute gaps remaining in support for children and young people with cancer. Our investment in information resources, developing a strategy to deliver more services where and when families need them (in particular using digital platforms and new technologies) will ensure we can continue to provide critical, high-quality and practical support to families.

income



expenditure breakdown



income statement

	12 months to 31 December 2015	12 months to 31 December 2014
Revenue from fundraising activities	11,137,958	10,704,396
Other revenue	467,317	582,532
Family grants and services provided	(7,480,078)	(6,829,091)
Fundraising costs	(339,330)	(327,911)
Employee expenses	(3,225,060)	(3,307,537)
Depreciation and amortisation	(33,609)	(29,495)
IT and communication expenses	(80,603)	(90,375)
Rent, property and insurance expenses	(330,352)	(275,146)
Other expenses	(289,099)	(359,134)
Net surplus from continuing activities	(172,856)	68,239

Notes to the accounts:

- 1) Redkite actively seeks opportunities for pro bono services and gifts in kind for all expenses: fundraising, services to children and families and administrative costs. These gifts are not reflected in the financial statements above. Approximately \$1.3m was received in pro bono services during 2015.
- 2) Revenue from fundraising activities includes revenue from events which is net of direct event revenue. Gross Revenue from events was \$829,672 (2014 \$851,903) with costs of \$332,735 (2014 \$345,986).
- 3) No commissions are given to third parties for fundraising activities.
- 4) Net loss on revaluation of investments for 2015 was \$189,643 (2014 gain of \$196,594) for a total comprehensive deficit of \$362,499 (2014 surplus of \$264,833).

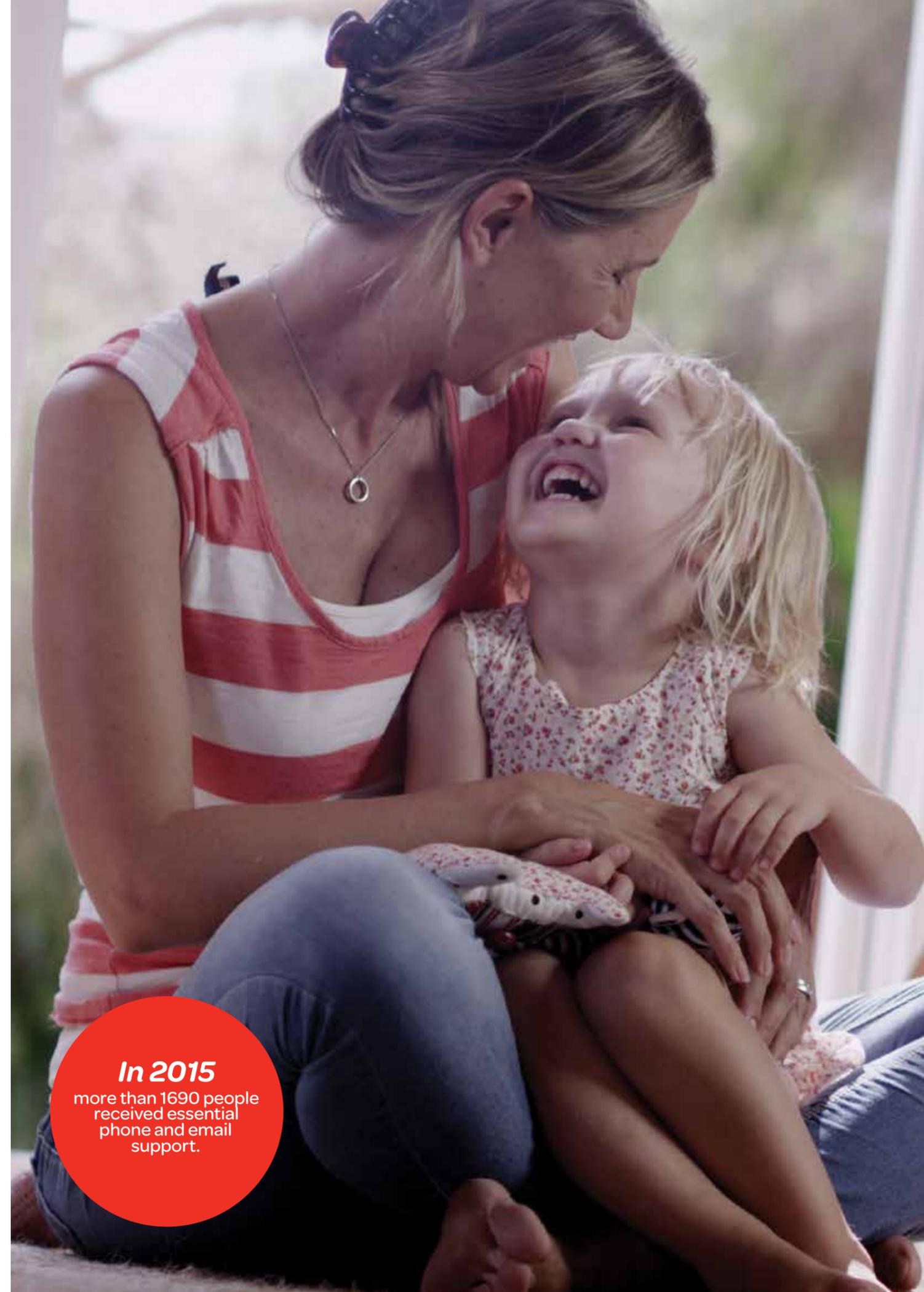
balance sheet

	As at 31 December 2015	As at 31 December 2014
	\$	\$
Assets		
Cash and cash equivalents	2,732,566	3,181,280
Receivables	218,192	42,862
Other	288,772	379,930
Total Current Assets	3,239,532	3,604,072
Plant and equipment	172,603	155,127
Financial Assets	10,527,967	10,369,080
Non Current Assets	10,700,570	10,524,207
Total Assets	13,940,102	14,128,279
liabilities		
Short term payables	1,143,915	1,264,279
Deferred revenue	4,381,680	4,153,360
Short term provisions	323,620	255,997
Current Liabilities	5,849,215	5,673,636
Long term provisions	56,006	57,264
Non Current Liabilities	56,006	57,264
Total Liabilities	5,905,222	5,730,900
Net Assets	8,034,880	8,397,379
Equity	8,034,880	8,397,379

Notes to the accounts:

1) Deferred revenue is specific purpose revenue received for agreed ongoing service delivery and development and is carried forward, as per funding agreements with donors.

If you would like further information, full audited accounts are available on request.



In 2015
more than 1690 people
received essential
phone and email
support.

"Redkite was so wonderful to my daughter and myself especially in those early days, and I know that I can pick up the phone should I need them. I can never thank them enough."

