

stronger together

Annual Review 2016

redkite



supporting children and young people with cancer

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Cover image: Hayden, diagnosed age 5 with his twin sister Carlee.



“Redkite introduced us to families like us, and through the support of a professional Redkite Social Worker, they enabled us to share and listen to one another’s struggles, but more importantly the positive ways to cope with them. We were not alone. We did not have to face this by ourselves.”

– Simone, mother of Hayden diagnosed with a brain tumour in 2015.

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A message from our Chair



The theme of the 2016 Annual Review is stronger together – because our support for children and young people with cancer and their families is most effective when it draws on our collective strength, not only from within Redkite, but in our collaborations with hospitals, other community groups, families and our valued supporters. It also reflects what we often hear from families living with their child's cancer diagnosis and the young people we support – that they find great reserves of strength within themselves, in their families, and in their communities.

The demand for our support from these families continues to grow. In 2016 we saw an 11% increase in families seeking Redkite's support during their cancer journey. The demand for financial assistance has, as predicted, increased by 10% with more than \$2.1 million in grants provided to families throughout 2016. This demonstrates a clear and vital need for this practical support for families living with cancer. On pages 9-13 of this Annual Review you can read about the range of services we offer families at diagnosis, through treatment and beyond. We are also working with Oncology and Allied Health leaders as a unified force to develop a national standard of supportive care and drive real, systemic change.

We've taken measures to ensure our support is sustainable, and have been working tirelessly to streamline processes and efficiencies and introduce new technologies to enable us to achieve this. In 2016 we grew our fundraising revenue by 3%, while keeping administration and marketing costs to just 10%.

As a non-government funded charity, the strength of partnerships is incredibly

important and we are very pleased to continue to work with our valued and important partners including our Premier Partner Coles, leading partners including the Kinghorn Foundation, Country Road, BOC, JB Hi-Fi and others, to engage workplaces, energise communities and encourage extraordinary amounts of generosity across Australia.

In 2016 we grew our fundraising revenue by 3%, while keeping administration and marketing costs to just 10%.

We are stronger together because of my fellow Board members, our Regional Council members across the country, and our patrons and alumni who continue to be active advocates for Redkite. We are stronger together thanks to our loyal regular donors, our many community fundraisers, our talented and generous volunteers, the Redkite team, and the families we support, who so generously provide us with feedback and suggestions to continue to improve our services.

Thank you all.

Bruce Morgan
Chairman

A message from our CEO



In 2016, we reached and provided more information and support across Australia than any other year. Together we are stepping closer to our vision of supporting all who need us.

Today at diagnosis, two out of every three children, teenagers and young adults, with their families, are accessing our information and support services. Health and education professionals are also drawing on Redkite's expertise at different stages of the cancer experience. We are reaching thousands of individuals and families who need us. The generosity and loyalty of our valued supporters, our dedicated volunteers including our Board, Regional Councils and Committees, along with our professional and passionate executive and team, collectively enabled this outcome.

The combined strength of the Redkite community, coupled with our commitment to innovative solutions, will ensure our vision is achieved in the near future. It is incredibly important, as no individual or family should feel alone or unsupported through the cancer diagnosis phase, or the weeks, months and often years ahead.

We are becoming a one-stop cancer support and information network that is an innovative 'go-to' place for all young people, families and health professionals, operating with a real collaborative spirit. There is focus to ensure ease of access and an appropriate experience of connection and support when, where and how it is needed. In 2016 we commenced implementing our digital strategy and today have the right people and focus on five important projects that embrace digital and other solutions.

Our most recent national satisfaction survey of both people affected by cancer and health professionals revealed 97% of those surveyed were very satisfied and satisfied with our information and support services. While we are pleased with the result, the opportunity

to gain insight on how to further improve our services was the key goal. Our Research, Evaluation and Innovations team continually provides feedback to our Services team. This ensures accountability to our supporters, by providing information and support with clear, measurable outcomes based on what families truly value.

We are becoming a one-stop cancer support and information network that is an innovative 'go-to' place for all young people, families and health professionals, operating with a real collaborative spirit.

In closing I wish to particularly acknowledge and thank the significant contribution of our corporate partners and major philanthropists. In my almost 20 years as CEO, I have witnessed significant developments in how companies and their teams engage with us to achieve significant results. Our Premier Partner Coles, their team and customers achieved a \$20 million milestone this year. Also walking alongside us are great companies like JB Hi-Fi, Stockland, Country Road and Flight Centre; together they are helping to transform cancer support for families. The Redkite Corporate Quiz is further evidence of long term corporate loyalty and commitment with the event celebrating its 20th anniversary in Sydney, proudly supported by major national sponsor BOC. We are stronger together in support of all children, teenagers, young adults and their families impacted by cancer.

Jenni Seton
CEO

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 strength 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.





Your support matters

Every six hours a family in Australia is told their child has cancer. Redkite aims to provide essential, practical support to these families and their support networks. From diagnosis, through treatment and beyond, we walk alongside them. Redkite receives no government funding and our valued corporate and community partners, workplace givers and generous donors provide much needed funds to achieve our vision – we couldn't do it without you.

services that connect

Our Redkite Social Worker was one of the first people to stick her head up and say 'Are you okay? Do you need anything?' She was a lifesaver, as much as the doctors and the nurses."

– Michelle

Connecting at diagnosis

At the time of diagnosis Redkite is there for families – we offer a range of services including information, support and counselling, music therapy, education and career support and financial assistance.



Redkite Red Bags

Toiletries, supermarket vouchers, diaries, reusable cups, teddy bears and beanies – these essential items can make a huge difference when a child or young person is diagnosed with cancer. Redkite's Red Bags and Diagnosis Support packs include items needed for unexpected hospital stays, including information to help families navigate their time in hospital and learn about the support available.

1,034
Red Bags and
Diagnosis
Support Packs
were distributed
across Australia
to children and
young adults

18,400
times, Redkite
Social Workers
provided **vital
support** to
children and
young people
and their support
networks

Experienced professionals in hospital

Redkite is Australia's largest non-government funder of social workers in ten major children's hospitals and treatment centres around the country. Our social workers help people facing cancer navigate the complex medical world by offering counselling, advice and information along with connecting families to support services.

"When my son was diagnosed and we were flown interstate for treatment...we arrived with nothing! The awesome Redkite Red Bag we received was filled with goodies that made our life a little bit easier. Thank you."

- Karen

Hospitals and treatment centres with funded positions

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

Connecting during treatment

Cancer treatment can last for months, even years – Redkite walks alongside families to support them every step of the way.

\$2.1m
was provided to
families in financial
assistance in 2016

48%
families received
financial support
from Redkite for the
first time in 2016

over
3,640
individual sessions
were delivered in
2016 by Redkite's
music therapists

Information and counselling

Redkite Social Workers are available face-to-face, over the phone and via email where and when families need them. They also facilitate peer support groups for families at all stages of their cancer journey, from diagnosis, through treatment and beyond.

Financial assistance

The hidden cost of cancer treatment and its disruption to daily life can be astronomical. Lost income and extra costs like travel to hospital, along with additional bills can be crippling for families living with cancer. Redkite is committed to helping families relieve the financial pressure by helping to cover the bills, keep food on the table, contribute to bereavement expenses and more.

"Redkite was such a blessing, and still is, helping pay some big bills, and taking the pressure off when I needed it most."

- Kylie



Music therapy

Music Therapy is a research-based practice which uses music to actively support people as they strive to improve their health, functioning and wellbeing. Redkite's Music Therapists are funded in six hospitals across Australia. Pain management, a sense of control and stimulating critical areas of growth and development are just some of the benefits.

"The Redkite Music Therapy Program was instrumental in how our 4 1/2 year old daughter got through her gruelling chemo and radiotherapy treatment. The music therapists were outstanding in supporting a young scared little girl face life threatening treatment. Today our daughter at 12 plays the violin and it was the dedicated Redkite Music Therapists that helped her on her way to enjoying music."

- Nick

Support after treatment

When treatment ends another stage of the journey begins, and that's why we continue to offer support.

Education and career support

Imagine missing months, even years of education, training or work? Research demonstrates that a child or young person diagnosed with cancer can face incredible challenges to their education and career goals, with people diagnosed with childhood cancer twice as likely to be unemployed in later life.

Redkite's Education and Career Specialists provide support and advocacy Australia-wide on the phone, via email and in person. The only nationally available program in Australia to address these needs, it is vital to support the emotional wellbeing of young cancer patients and survivors, providing a sense of hope for the future.

In 2016 education and career support was received by **880** children, teenagers and young adults – up 17% from 2015

2,150 education and career support sessions occurred in 2016

\$330,000 in education grants to over 460 children and young people was distributed



“My Redkite counsellor opened my eyes to a new career. I found it really scary after finishing with treatment because I wasn't sure what to do with my life. My consultant asked me about my previous qualifications and together we worked out what career suited me.”

– Olivia*

*Name changed to protect privacy

Bereavement support

Hope, dignity and resilience – we're always in awe of the extraordinary strengths people bring to their cancer experience.

Support for bereaved families

The death of a child or young adult is almost inconceivable and is one of the most overwhelming experiences for families. Redkite is mindful that during this time, families can find it hard to obtain support resources when they need it the most.

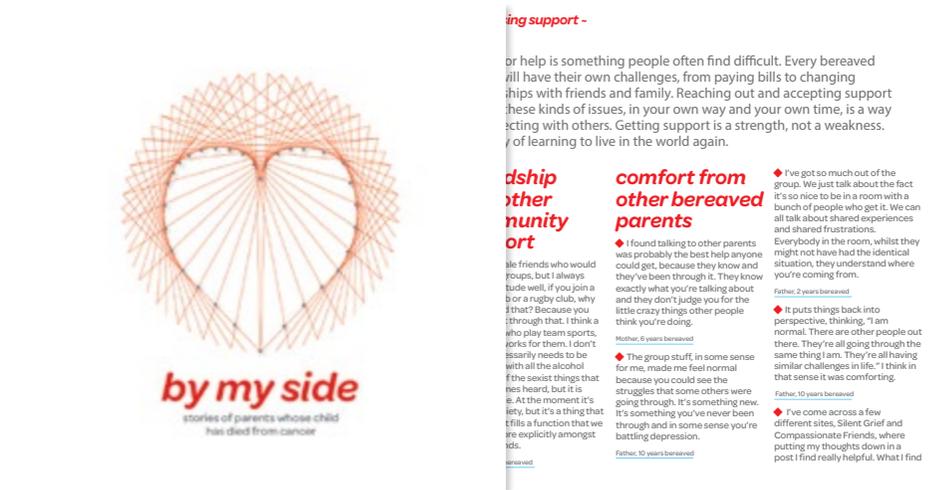
Redkite's services for bereaved families recognise the importance of hope and dignity, and acknowledge the resources, strengths and commitment people bring with them to the journey. We offer one-on-one grief counselling, support groups that bring parents together over the phone, and we help to cover the cost of funeral expenses. We also provide literature that offers support around the grieving process in the form of our *By My Side* publication and our information and support packs.

“As a newly bereaved parent I wanted so desperately to know I was normal, that what I was feeling was okay. Redkite's By My Side book shows that every mum and every dad will have different feelings, different needs, use different strategies to deal with grief; it allows the reader to know that they are normal – because in fact when it comes to grief there is no normal.”

– Sally

“I needed to stop working and spend time with my daughter. I didn't want to have any regrets after Brooke passed away. Redkite's Financial Assistance Program supports families with grocery and petrol vouchers, even paying utility bills and helping with funeral expenses. Cancer is expensive and when you're struggling financially it puts a lot of pressure on the family. Redkite is there to support families so they can spend time with their children.”

– Karl



By My Side

In 2016 we launched *By My Side*, a much-needed resource based on the experiences of 100 parents who generously shared stories of their child's cancer diagnosis, end of life and their family's experience of bereavement. The new resource recognises parents as experts in their own world, and aims to share experiences, reduce isolation and affirm the strengths of other families living through similar experiences.

deepening our connections

My family live in another state and my friends thought I was over the worst. It was hard for me to confide in anyone. I felt more isolated, overwhelmed and as if I was drowning. That's when I reached out to Redkite.

- Tess

Strengthening access, connection and your digital experience

Where, when and how you need us

To achieve our vision of supporting all who need us and to create ease of connection and a great experience for both clients and supporters, Redkite is listening and investing in innovative solutions. We are dedicated to creating a one-stop cancer support and information network that is an innovative 'go-to' place for young people, families, health professionals, our supporters and government.

In 2016 we commenced the implementation of our digital strategy with the right people and focus now in place. Five exciting projects that embrace digital and other solutions through listening to families, supporters and our team are now underway. Throughout 2017 and beyond, exciting developments are expected, linked to an information hub, further improvements in the efficiency and the experience of families accessing our Financial Assistance program; development of e-learning tools and strengthening of our digital fundraising capability.

Collaboration with partners across the cancer sector

Recognising the need to ensure high quality and consistent psychosocial support services for children throughout their cancer experience, Redkite convened the first Paediatric Psychosocial Oncology Support Service Symposium in partnership with the Australia and New Zealand Children's Haematology/Oncology Group.

Thirty representatives from across the sector attended the symposium in October. They agreed on the need for a national framework to deliver support that is driven by patients and families, is informed by evidence and best practice, and is applied across the full cancer experience. We know this is important because families affected by childhood cancer tell us they can find it difficult to get this support when they need it most, that accessing this support once a child leaves hospital can be difficult, and that the level of support can differ depending on where the family is based. We're continuing this discussion with our partners across the sector in 2017 to develop a framework to make these improvements a reality.



Broadening our impact

When a child or young adult is diagnosed with cancer the repercussions are felt throughout the family. Redkite recognises that siblings, grandparents, partners and friends are also impacted by the cancer journey and has created a range of services and resources to help.

Siblings

Suddenly having your sister or brother diagnosed with cancer can be incredibly confusing, confronting and upsetting. Faced with endless hospital visits, absent parents, worry about their ill sibling and an unsettled or completely disrupted daily routine, it's not unusual for siblings to grow anxious or retreat into themselves. Redkite has a range of books that can help explain the situation to siblings as well as offering support via counselling.

Grandparents

Many grandparents speak of the "double impact" they feel. Not only are they worried for their grandchild, but they are also dealing with the pressure the cancer journey places on their own child. Grandparents

1,129
family members and friends accessed information, support and counselling sessions in 2016

399
health or education professionals were supported by our information and counselling services across Australia

210
group support sessions were delivered to parents, siblings and grandparents

25%
more information, support and counselling sessions were held in 2016 over the previous year



can also find themselves stepping into full-time carer roles for siblings or are needed to provide emotional and financial support, which can take a toll personally. Redkite provides counselling support and grandparents peer support groups, and with the Kids Cancer Centre we co-created *A Guide for Grandparents of Children with Cancer*.

"I was watching my child go through hell, and was terrified for my grandchild. The Redkite Social Worker once said to me, 'for grandparents, it's a double whammy'. That's so true - it's so big for grandparents."

–Margie

Partners and friends

Discovering that your young partner or friend has cancer can be an incredibly challenging experience and Redkite understands that it can often be hard to know how to react, provide support or offer help. We have a number of resources to support partners and friends through this hard time. This information is available online and we also offer help through our support team.

Deepening our reach

Redkite knows that Australia is a diverse, multicultural country in which cancer doesn't discriminate. Australia is also a vast country with a significant proportion of cancer patients coming from regional locations. We are committed to finding new and innovative ways to communicate, support and inform families and young people living with cancer, regardless of their background or location.

Accessing interpreters

A cancer diagnosis can be extremely confusing and families are immediately exposed to a world of medical jargon. Trying to understand and negotiate your way through this complex world can be hard for English-speaking families, and for non-English speaking families it can be especially challenging. Redkite Social Workers help families who don't speak English to access interpreters.

Aboriginal and Torres Strait Islander families

Cancer incidence rates amongst Aboriginal and Torres Strait Islanders

are much higher, and survival rates lower than for non-Aboriginal and Torres Strait Islanders due to late diagnosis, problems accessing health care and the remoteness of many communities. Redkite is committed to exploring ways we can provide support to Aboriginal and Torres Strait Islander families facing cancer.

Resources available for non-English speaking families

Redkite has begun to develop resources for non-English speaking families to support them during their cancer journey. The *By My Side* series is being translated into Mandarin and Italian. At Westmead Hospital in NSW we offer a range of materials in French which assist the New Caledonian families who

are treated there as part of the Cure our Kids New Caledonia program.

Online resources for regional families

Redkite appreciates that connecting with support networks, other families and Redkite itself is vitally important for people experiencing cancer. We continually strive to reach families across the country from cities to tiny country towns, vast farming stations to the suburbs and everywhere in between. We're constantly upgrading and updating our online resources as well as researching and developing new and innovative ways to begin conversations with families, the medical community and our valued supporters.



Madison ... in her own words

The inspiring **Madison Hartsliel** from Western Australia has had a tumultuous 12 months, from the highs of being accepted into one of Australia's premier performing arts institutions to a diagnosis of Hodgkin's Lymphoma a few weeks later. Throughout her gruelling treatment Redkite walked alongside her and her family and in mid-2016 we were pleased to name her as the national recipient of the Redkite and Coles Dare to Dream Scholarship.

Diagnosis

"It was the end of 2015, a few weeks following my audition for the Western Australian Academy of Performing Arts, also known as WAAPA. I received an email stating that I had been successful in my audition and was offered a position in the Bachelor of Arts course for Dance. I was overwhelmed and overjoyed, thrilled to embark on what people call, the next stage of my life... Just three weeks later I was told I had been diagnosed with Hodgkin's Lymphoma after a number of tests including a fine needle aspiration and biopsy."

Connecting with Redkite

"Mum made contact with Redkite after receiving a brochure through the hospital staff, and thank goodness for that. Redkite has been extremely helpful in more ways than one, not only providing financial assistance but supporting my mother and I through the difficult times and answering any questions we had ... and of course, leading me to apply for the Dare to Dream Scholarship."

National Redkite and Coles Dare to Dream Scholarship

"Dancing has been there throughout the negative and positive experiences in my life, and my dream is for this to continue. It is such an honour to receive the Dare to Dream scholarship, which will go towards my university fees. Ultimately this will provide me with an opportunity to audition for a dance company in Australia and achieve my lifelong dream of dancing professionally."

A bright future

"My dream is to one day, be part of a professional contemporary dance company. My aim though is not only to continue my passion for dance, but to share my story with young adults who are also aspiring to one day, become professional dance company members. Or even to continue fighting for their dreams, whatever they may be."



Courtesy of the Community Newspaper Group

Support through the cancer journey

In 2016 Redkite supported 3,700+ individuals – 11% more than in 2015

at diagnosis



children and young people received Redkite Red Bags and Diagnosis Support Packs containing information and essential items for hospital stays. We're reaching 2 in 3 families facing a child or young person's cancer at the point of diagnosis

through treatment



Redkite Social Workers provided vital support to children and young people with cancer and their support networks more than

18,400
times



Redkite Music Therapists based in six children's hospitals delivered over

3,850
sessions to help children and young people cope with the stress and pain of cancer treatment



Over
4,200
cancer-specific books and information resources were provided to families



More than
\$2.1m
in financial assistance helped more than 1,800 families meet essential costs so they could focus on caring for their sick child

and beyond



Our Education and Career Support Consultants helped

880
children and young people to get back on track with their education and career goals during and after treatment



\$330k
in grants helped them with essential education and training costs



200
copies
of our new bereavement resource 'By My Side' were provided to families whose child sadly died



Redkite and Coles Dare to Dream Scholarships were granted

strong and sustainable partnerships

People do not realise that when you are away getting help, in our case for 12 months, you are virtually running two households...Having Redkite help during my daughters illness was a heaven sent boon, so as an appreciative mum, thank you so very much Coles and Redkite.

– Karyn

Premier partner: Coles

Redkite's Premier Partner is Coles. This strong and innovative partnership began on Australia Day 2013 and it continues to grow exponentially thanks to Coles' leadership and dedication in supporting children and young people with cancer and their families. In September 2016 Coles' commitment scaled even greater heights reaching the milestone of \$20 million raised by customers and team members since 2013.

"One of the things I come to work for and am absolutely proud about is knowing that I can give back to the people, give back to the community. It's not just coming here to work in a supermarket, I am part of a broader community. Some of the stories that I've heard are absolutely mind-blowing. It's an amazing feeling to be part of something like this."

- Steve, Coles Top Ryde, Store Manager

"Thank you to the inspiring Coles team for raising an incredible 20 million dollars. We are so grateful for every single team member who goes out of their way to raise funds for Redkite to help families like ours."

- Kim, mother of Colby

Coles' support has enabled:

60,000+

hours of counselling and support across Australia

3,200+

hours of music therapy

1,500+

scholarships and grants given

22,700

bills paid



QLD



NSW



NT



VIC



WA



TAS

Clockwise from top left: QLD: Celebrating the specially marked Coles Brand and High Top bread at Coles Logan Central. NSW: Coles South Grafton team members Dean and Taylor celebrate the Christmas campaign by selling handfuls of cards. VIC: The Coles Croydon North team used their superpowers to raise money for Redkite; WA: Kite man helped the amazing team at Coles Thornlie during their in-store bike challenge. NT: Coles Bradshaw Street team member Lizi and Mayor Katrina Fong Lim launch the Christmas donation card campaign. TAS: The elves of Coles Newstead raised over \$1425 over Christmas to support Redkite.

Leading partners

From Country Road's Redkite Red Bag program and t-shirt and tote bags for Redkite, to JB Hi-Fi's leadership on workplace giving and the new Superhero Card Campaign, Flight Centre's continued support of Red Bags for young people and BOC's loyal support of the Redkite Corporate Quiz (celebrating its 20th anniversary in 2016), our leading partners demonstrate the power of corporate Australia to make a very real difference to families facing their child's cancer.



COUNTRY ROAD | 5+ years



STOCKLAND CARE FOUNDATION



JB HI-FI | 5+ years



FLIGHT CENTRE



BOC | 15+ years



Major partners

Our remarkable community of corporate partners continues to grow in strength and commitment and we are extremely grateful for their support.



BORAL | 5+ years



MPA



HEDGE FUNDS ROCK



SAP | 5+ years

Supporting partners + key supporters



RUSSELL INVESTMENTS



PPB ADVISORY



APP | 20 years

- KEY SUPPORTERS**
- AUSTRALIA POST
 - PPB ADVISORY
 - TLE ELECTRICAL, INDUSTRIAL AND DATA SUPPLIERS
 - UXC
 - EARTH CATERING
 - SANTA FE WRIDGWAYS



SUPPORTING PARTNERS



Individuals, families and foundations

We deeply appreciate the personal commitment of those who fund our work either through donations from family foundations or through individual gifts and legacies.

Redkite Family Circle | **KINGHORN FOUNDATION**

Redkite Leading Partners | **ERNEST HEINE FAMILY FOUNDATION**

Redkite Major Partners | **FLANNERY FOUNDATION PONTING FOUNDATION
THYNE REID FOUNDATION**

Redkite Supporting Partners | **THE ADOLPH BASSER TRUST CHANNEL 7 TELETHON
TRUST THE HARRY SECOMB FOUNDATION
JOHANNA SEWELL MEMORIAL FUND JO KINGHORN
RONALD GEOFFREY ARNOTT FOUNDATION**

Redkite Key Supporters | **JOHN ALMGREN AM AND YVONNE ALMGREN
COLLIER CHARITABLE FUND DENTON FAMILY TRUST
FARRELL FAMILY FOUNDATION G.W. VOWELL
FOUNDATION MICHAEL MADIGAN THE PETRE
FOUNDATION**

Redkite Valued Friends | **ROBERT ALBERT AO RUTH ARMYTAGE AM
BEEREN FOUNDATION BENMARK FOUNDATION CORIO
FOUNDATION ESTATE OF THE LATE DAVID MACINTYRE
ESTATE OF THE LATE IVY MITCHELL GROSS FOUNDATION
JOE WHITE BEQUEST J.P. STRATTON TRUST KAREN AND
JOHN KIGHTLEY FOUNDATION LORD MAYOR'S CHARITABLE
TRUST SUSAN CRAIG MAPLE-BROWN AM MARIAN AND
E.H. FLACK TRUST M.ATTWOOD TESTAMENTARY TRUST
NORMAN, MAVIS AND GRAEME WATERS PERPETUAL
CHARITABLE TRUST PIERCE ARMSTRONG FOUNDATION
STAN PERRON CHARITABLE FOUNDATION TODD FAMILY
FOUNDATION YARRADALE STUD**

Regular giving

Redkite has a dedicated community of regular givers, including Redkite Club Red members who support children and young people with cancer through monthly donations. However Club Red is just one form of regular giving. Workplace giving also provides Redkite with a regular, sustainable income. Research shows employees who are workplace givers are more engaged, more motivated and feel they are making a real difference in their communities. Our workplace giving partners' support demonstrates its leadership and organisational values, while enhancing its reputation. It also builds a positive team culture. Many organisations match their staff payroll giving donations, which provides an opportunity to further celebrate fundraising achievements.

JB Hi-Fi and Redkite awarded for workplace giving

Our leading partner, JB Hi-Fi was awarded the Best Overall Program and the Most Innovative Charity and Employer relationship with Redkite at the 2016 ACF Workplace Giving Excellence Awards. We're honoured to partner with the JB Hi-Fi team, which continually finds new ways to support young people with cancer, including the successful new Superhero card campaign which saw \$2 gift cards designed by JB Hi-Fi staff sell out in three weeks, thanks to the extraordinary commitment by staff and the extraordinary generosity of JB Hi-Fi customers.



Workplace giving partners

Australia Post	Dept of Ageing, Disability and Home	I-MED
Bankwest	Care Services	Lion
BUPA	Ernst & Young	NextGen Distribution
Coles	Flight Centre	SAP
Country Road	Greenhill	Stockland CARE Foundation
CSL	Herbert Smith Freehills	Telcoinbox
	JB Hi-Fi	UXC

Volunteers

Our nationwide network of passionate volunteers share their time, enthusiasm and skills to support Redkite in a diverse array of roles. From administration support in our offices, supporting hospitals or hosting our VIP guests at events, our volunteers are vital to every part of our organisation.

The 2016 year in volunteering was characterised by a strong growth in office-based opportunities and specialist assistance, with a 50% increase in volunteer hours in this area. These volunteers joined our teams to observe first-hand what goes into the success of Redkite events and to contribute their professional skills to targeted projects, adding tremendous value to many aspects of Redkite's work.

Across our events season, volunteers shone in their roles, collectively donating over 3,000 hours of their time to ensure our events ran smoothly. No matter what their role, we want to say a huge thank you to everyone who shares their time, skills and passion with Redkite through volunteering.

1,820
individuals in
our volunteer
network

6,256
hours
contributed
in 2016

\$171,500
Estimated
monetary value
of this work

Kite Connectors

Our growing Kite Connectors network – a community of generous people who've been personally affected by childhood or youth cancer- are providing knowledge and advice in support of our service delivery, fundraising and communications work.

Pro Bono

We appreciate the monumental support we receive from our corporate and individual pro bono partners. Services provided in 2016 included legal services, print advertising, public relations and auditing of our financial accounts. We are fortunate for the Board and internal committee members as well as regional council members, all of whom volunteer their time to Redkite.



We were excited to honour one of our magnificent office based volunteers; Cheryl Speechley with the National Redkite Volunteer of the Year Award in 2016, reflecting her huge contribution, many talents, professionalism and commitment to Redkite across the four years she has been with the team.

strong communities and governance

"Thank you from one grateful grandma. Music therapy for our little Allegra whilst in hospital was a saviour for both our baby girl and her mum. Allegra (now 4) is learning the violin. Thank you!"

– Kay

Our Board



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).



Joost de Kock
 Joost de Kock is a Senior Advisor with 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.



Dr Robert (Bob) Every AO
 Dr Bob Every AO was awarded a Centenary Medal in 2000 and was recognised as an Officer of the Order of Australia in 2012. After a series of CEO positions with prominent Australian companies, Bob has pursued a career as a non-executive director with Wesfarmers Limited and Boral Limited. He is currently a director of Cricket Australia, Harry Perkins Institute for Medical Research and UNSW Foundation Limited. Bob is also a past Chairman and Patron of Redkite.



Sarah Goodman
 Sarah Goodman has 22 years' senior executive experience in strategic regulatory policy, governance and risk management, gained in four large financial services groups and in two Australian regulators. Sarah also has 20 years' experience serving as a voluntary Company Director of large charities and other not-for-profit enterprises.



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



Ross Pinkerton
 Professor Ross Pinkerton is the Senior Staff Specialist in Paediatric Oncology, Children's Health, Queensland Hospital and Health Service. He also holds the position of Professor of Oncology at the University of Queensland and is the Director of Clinical Research, Children's Health, Queensland Hospital and Health Service.



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 more than 15 years, spanning Australia and the United Kingdom. Mark is a member of the Business Council of Australia.



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 was the 2016 Number One ticket holder for our partner, the Sydney Swans.

Our patrons and alumni

Patrons

Mr Geoff Brunsdon
 Mr John Buchanan
 Professor Arthur Clark AM
 Mr John Curro AM MBE
 Dr Richard Divall OBE
 Professor Henry Ekert AM
 Dr Robert (Bob) Every AO

Mr Mark Johnson AO
 Mr Chris Masters PSM
 Ms Marina Prior
 The Earl of Portarlington
 Her Excellency the Honourable Kerry Sanderson AO, Governor of Western Australia
 Ms Helen Sewell AM
 Lady Valery Stephen

Dame Kiri Te Kanawa DBE
 Mr Richard Tognetti AO
 Mr Barry Tuckwell AC OBE
 Mr David Williamson AO

Our Alumni

Clive Austin AM
 Tania Baker
 Ron Bennetts
 James Bishop
 Tony Collins
 Robert Dalglish
 Peter Davies

John Durkan
 Bunny Gardiner-Hill
 Alan Good
 David Gray
 Neil Hackett
 Roger Hamilton
 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
 Dr Judith Mulholland
 Robert Mulholland QC
 Tony Newton
 Hon Robert Nicholson AO
 Dr Peter O'Regan
 Mark Palmer
 John Pickering
 Jeanne Rockey AM

Sue Rowell
 Rosalind Smith
 Owain Stone
 Kevin Watson AM

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

- Review and approve Redkite's strategic plan and operating and capital budgets.
- Appoint, guide and assess 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 satisfied the requirement to meet at least four 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.

Senior executive team



Jenni Seton

Chief Executive Officer

Jenni has been the Chief Executive Officer of Redkite for over 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.



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.



Rachael Clifford

General Manager Finance and Operations

Rachael has been with Redkite for more than ten 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.



Monique Keighery

General Manager Marketing and Fundraising

Monique has been with Redkite since 2006 in various roles spanning business development and communications, and since 2011 in a General Manager role. As GM Marketing and Fundraising Monique is responsible for all brand and revenue activities and is passionate about increasing awareness of Redkite while generating sustainable revenue in support of young people and families. She brings extensive experience from both not-for-profit and corporate sectors to Redkite.



Tung Nguyen

General Manager Digital

Tung joined Redkite in February 2014 as General Manager 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 23 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.



Nicole Schleicher

General Manager National Services

Nicole joined Redkite in February 2014 as General Manager 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 23 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.

2016 financials

Family support services continued to strengthen in 2016 with the year-on-year percentage increase of service delivery in line with the year-on-year percentage increase in fundraising revenue. Overall we delivered over 2% more support to families and ensured the critical support of our generous donors.

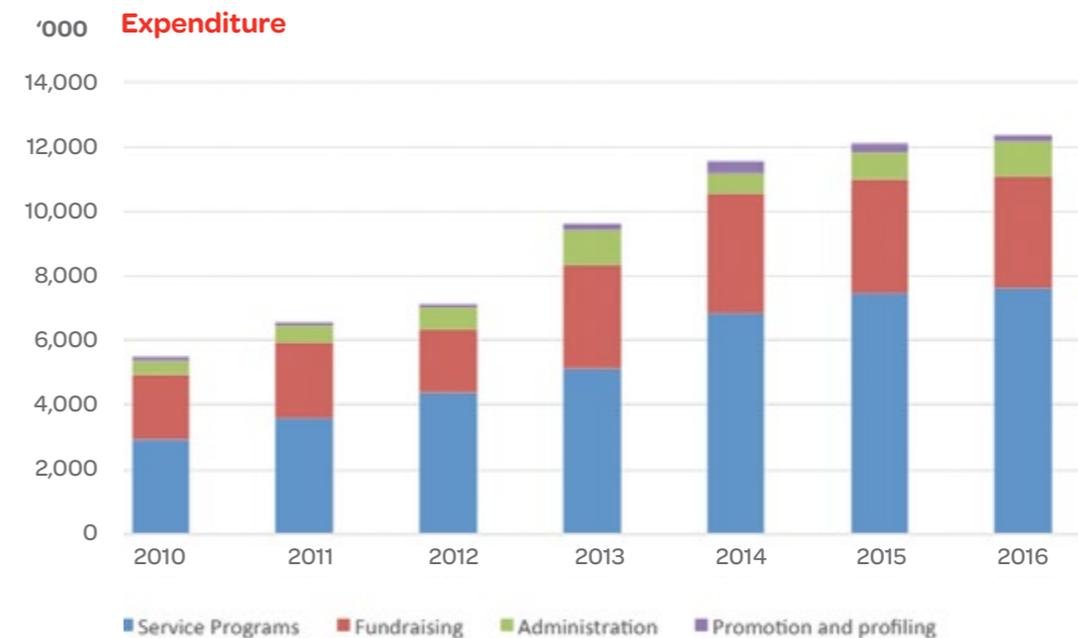
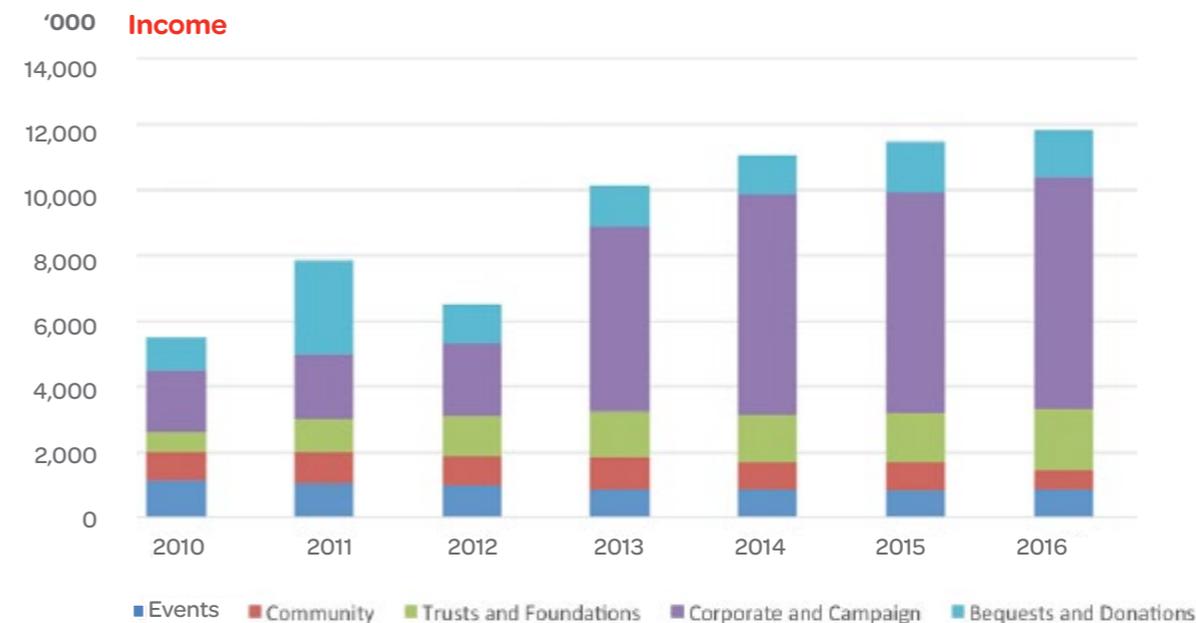
Financial assistance support to families experienced significant growth, with bills paid on behalf of families increasing by over 10% from 2015. Education and Career Support as well as the Social Worker and Music Therapy programs remained stable year-on-year.

2016 marked our most successful Corporate Quiz season ever, with total funds raised reaching close to \$1.2million. With no government funding, Redkite relies on the generosity of its corporate, community and individual supporters to provide our essential services to families.

We remain committed to administration and fundraising cost management. Administration and marketing costs were 10% of total expenditure (9% in 2015) while direct costs of fundraising were just 5% of total fundraising revenue (6% in 2015). We experienced a slight increase in our team with four newly created roles.

A deficit was budgeted for the year as a means to invest in delivering on our strategic objectives of expanding our service delivery to reach more families and further diversifying our fundraising activities. Despite a challenging environment, Redkite achieved 3% growth in fundraising revenue. The overall final result exceeded our target budget, delivering a minor surplus that was achieved through revenue uplift and cost constraints across the organisation.

2016 financials



Income statement

	12 months to 31 December 2016	12 months to 31 December 2015
	\$	\$
Revenue from fundraising activities	11,487,939	11,137,958
Other revenue	596,499	467,317
Family Grants and Services provided	(7,640,874)	(7,480,078)
Fundraising costs	(295,890)	(339,330)
Employee expenses	(3,357,721)	(3,225,060)
Depreciation and amortisation	(26,575)	(33,609)
IT and communication expenses	(95,788)	(80,603)
Rent, property and insurance expenses	(374,269)	(330,352)
Other expenses	(242,589)	(289,099)
Net surplus from continuing activities	50,732	(172,856)

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 \$1.2m was received in pro bono services during 2016.

2) Revenue from fundraising activities includes revenue from events which is net of direct event revenue.

Gross Revenue from events was \$873,407 (2015 \$829,672) with costs of \$334,879 (2015 \$332,735).

3) Net gain on revaluation of investments for 2016 was \$222,148 (2015 loss of \$189,643) for a total comprehensive surplus of \$272,881

Balance sheet

	As at 31 December 2016	As at 31 December 2015
	\$	\$
ASSETS		
Cash and cash equivalents	3,171,386	2,732,567
Receivables	160,306	218,193
Other	408,673	288,772
Total current assets	3,740,365	3,239,532
Plant and equipment	151,156	172,03
Financial Assets	11,021,683	10,527,967
Non current assets	11,172,839	10,700,570
Total Assets	14,913,204	13,940,102
LIABILITIES		
Short term payables	1,348,227	1,143,915
Deferred revenue	4,894,153	4,381,680
Short term provisions	285,089	323,620
Current liabilities	6,527,468	5,849,215
Long term provisions	77,976	56,006
Non current liabilities	77,976	56,006
Total Liabilities	6,605,444	5,905,222
Net Assets	8,307,760	8,034,880
Equity	8,307,760	8,034,880

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 the donors.

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

Essential support from hospital to home



during treatment

Treatment can last for weeks, months or years, resulting in income loss, lengthy family separations and education challenges. Redkite is there with support every step of the way with information and counselling, financial support and music therapy.

returning home

Adjusting to a new 'normal' can be hard. The effects of cancer and treatment don't stop when families leave hospital. Neither does Redkite's support, including telephone peer groups and education and career support.

W

at diagnosis

Life is turned upside down overnight. Redkite is available with immediate emotional and practical support through the Redkite Red Bags.

the cancer journey

relapse

For some, the cycle starts again. Redkite will be there with support where and when it's needed.

bereavement

Sadly, some children and young people will not survive. If their families need immediate or long-term bereavement support, Redkite is there with specialised care.

remission

The road to recovery can be long and intense. Redkite continues to be there with essential support.

strong communities

Remarkable and dedicated, our passionate Redkite supporters go above and beyond for children and young people with cancer. Thank you to each and every one of you.





"I have been so fortunate to have Redkite's unconditional support and genuine care for my family. There are so many people who don't realise the extent of what Redkite has to offer. We don't know what the future holds. Hugh may need to have more treatment. Sometimes I wonder if I can go through it all again, but I know that I won't be alone because I will have Redkite's support."

– Tess

