

CELEBRATING

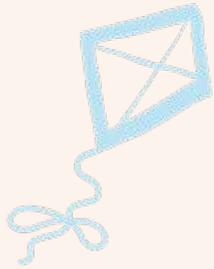
STRENGTH

IN THE FACE OF ADVERSITY



2020 Redkite Annual Review

 **redkite**
A lifeline for families
facing childhood cancer



**EVERY DAY IN AUSTRALIA, THREE FAMILIES
ARE TOLD THEIR CHILD HAS CANCER.**

Children's cancer takes a massive toll and every family who faces it is changed forever. Redkite is a lifeline for families facing childhood cancer. We provide the practical, financial and mental health support for families that helps them find their strength when it's feeling impossible to hold it together. From diagnosis, throughout treatment and whatever happens when treatment ends, Redkite is there for families whenever and wherever they need us.

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A MESSAGE FROM OUR CHAIRMAN

The challenges faced by our families, our supporters and our teams during the COVID-19 global pandemic cannot be understated. In this document, we highlight the achievements of the Redkite team, who ensured our essential services remained available to Redkite families, despite the pandemic. We acknowledge the enormous generosity of our donors, partners and supporters who continued to give, despite their own businesses and livelihoods being impacted. We also recognise the resilience of families who endured the unimaginable stress of their child's cancer alongside the unprecedented challenges of COVID-19.

Redkite's focus was on ensuring continuity of our support services and striving to address the support needs of families, despite the challenges brought by 2020. Following the 2019 bushfires and the impact of the global pandemic, Redkite faced a 19.5 per cent fall in fundraising income, while simultaneously facing increased demand for Redkite family support services brought by the pandemic.

Through the dedication of the Redkite team, we were able to respond by increasing the counselling and support services provided to families by more than 30 per cent during 2020, despite the reduced fundraising income. This illustrates Redkite's commitment that all families who want our assistance are able to access Redkite support. I want to sincerely thank the whole Redkite team who redoubled their efforts and embraced innovation in service delivery to make sure all families throughout Australia who needed us were able to access Redkite's support – whether in hospital or at home.

We can only succeed in our ambition to make sure no family faces their child's cancer alone thanks to the efforts of our volunteers, corporate and community partners, donors and sector collaborators. I want to especially thank every one of Redkite's incredible supporters – we could not and cannot provide our essential services without you.

This will be my final report as Chairman of Redkite, having completed my three-year term as Chairman. It has been a privilege to lead my fellow Directors and Redkite during the previous three years and I know that the incoming Chairman, Mark Rigotti, will lead Redkite with distinction. I want to acknowledge the outstanding contributions made during the last nine years by Directors Bob Every AO and Adam Spencer, who completed their Board terms during 2020. I want to also welcome Brian Murphy, who was appointed to the Board in October, 2020.

I hope you enjoy reading this Annual Review and reflecting on what, together, we have achieved for thousands of Redkite families during 2020.



Jennifer Horigan

Redkite Chairman

A MESSAGE FROM OUR CEO

For many of us, the shadow of the COVID-19 pandemic still looms large. When writing last year's message, in the wake of bushfires and the midst of an unfolding global health crisis, I predicted that 2020 would be particularly tough on families facing childhood cancer and sadly, I wasn't wrong. But I am so proud to say that our incredible Redkite community stepped up to the challenge and this Annual Review celebrates all we achieved together in a year like no other. While other organisations were being forced to close their doors, Redkite's remained steadfastly open and we stayed on the frontline of cancer support for the families who needed us more than ever.

Ensuring families could continue to access and connect to our services was critical, as was meeting the unprecedented increase in demand for Redkite's support. We achieved this by embracing technology. We launched myRedkite, our online financial assistance portal, and launched video counselling along with other online support groups to facilitate connection between families. We launched a new website to make it easier for families to find us and understand how we can help. We also undertook a brand refresh, based on the insights of the families with the lived experience of children's cancer.

The voice of our families is truly embedded in our new brand and indeed, in everything we do. Throughout 2020 we undertook significant research into the needs of families facing their child's cancer. When it launches, it will be the

most comprehensive and in-depth survey Redkite has ever undertaken. It is critically important the evolution of Redkite, and our service development, is guided by the families we support; the insights from the Family Needs Survey make for sobering reading, but make it clear that we must do more.

Finally, I want to acknowledge the ongoing support of the community, our donors and our corporate partners – we could not have remained on the frontline of cancer support without your passion and generosity. Ours is truly an essential service and I want to thank you for continuing to be there during a year that at times felt impossible. I had the privilege to work for another year with an incredible Board of Directors and a Chairman whose commitment has been unwavering. Together, we have come out of 2020 in a stable position and ready to do more for families.



Monique Keighery
Redkite CEO

2020

AT A GLANCE

It was a year when families needed our support like never before. While many organisations were forced to suspend their programs, all of Redkite's in-hospital and community-based services continued unabated. We remained at the frontline in locked-down hospitals, re-affirmed the essential service we provide, and met increased demand through innovation and the loyal support of our partners.

6400

INFORMATION, COUNSELLING AND SUPPORT SESSIONS

to help families
manage the impact
of cancer on their
mental health



1470

FAMILIES OF CHILDREN SUPPORTED

with \$1,695,000 of
financial assistance
to help them afford
life's basic necessities



652

RED BAG DIAGNOSIS PACKS

given to families in hospital as a
practical support and reminder
Redkite is there for them



58

BEREAVEMENT SUPPORT PACKS

given to parents grieving the loss
of their child





Scout, diagnosed at three years old with acute lymphoblastic leukaemia

460



CHILDREN AND TEENS PROVIDED WITH EDUCATION GRANTS

to help them create the future they want

240
BOOKS



posted from our Book Club to help mums and dads talk to their children about cancer

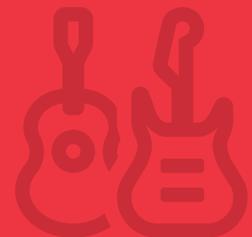
2894



CHILDREN AND THEIR FAMILIES

were supported in hospital by a Redkite social worker

3963



MUSIC THERAPY SESSIONS

helped children cope with the pain and stress of their treatment

STRATEGIC PRIORITIES

In a daunting and unpredictable experience like cancer, a child needs as much stability and support as possible, but when families are under pressure it can be hard to hold it together, not only for their sick child, but their siblings and each other.

Without support, the impact will be felt long after the cancer experience ends. No matter how you define it, no one can put a value on the love a family shares and the strength you can find within it.

Redkite's strategic priorities provide a framework for our operations and reinforce our strengths-based approach to supporting families to ensure that they remain at the centre of everything we do. We believe that all families, and all family members, have an equal right to support - because no one should face childhood cancer alone.

Access and Connection

Support to every family – no matter where they are, in the way they want it, whenever they want it

Impact

Whole of family support that is tailored, life-changing and improves outcomes

Partnerships

Strong partnerships with families, the sector, hospitals and supporters that make a positive difference for families



Luca, diagnosed at three years old with atypical teratoid rhabdoid tumour (ATRT)



ACCESS AND CONNECTION

Support to every family - no matter where they are,
in the way they want it, whenever they want it.

Families tell us having a child with cancer is an isolating, and often overwhelming experience. Parents suddenly now need to know where to go to find practical and emotional supports they never knew they needed and that they never knew existed. Cancer is hard but with Redkite, getting help doesn't have to be.

STRENGTHENED SUPPORT IN HOSPITAL

Despite the lockdowns in many parts of the country, the Redkite hospital-based social workers and music therapists were all essential services and continued their work directly with children and their families on the wards. Our Family Wellbeing Coordinator and Program at Westmead Children's Hospital was also deemed an essential service, despite other programs being suspended.

In Perth, this was taken one step further, with members of our community social work team working from the Perth Children's Hospital one day a week to strengthen connection to families and help them access our own services, and transition from hospital to home in a supported way.



Redkite's Family Wellbeing Coordinator at Westmead

Virtual music hits a high note

During 2020, many families whose children were either day-patients, receiving treatment at home, or who had recently finished treatment were isolated in their homes. In April, we ran an online music session to foster a sense of community and build connections between families. The session was attended by 39 children from 18 families and their parents from across Australia.

The free hour-long event, starred Redkite music therapist, Matt Ralph from Sydney Children's Hospital on guitar and Redkite Ambassador, Harry Cunningham

from the Sydney Swans as backup vocalist. The song list included 'Twinkle, twinkle, little star', 'The wheels on the bus', 'Five little speckled frogs' and the Wiggles' smash hit, 'Hot potato'.

While very different from music therapy delivered in hospital, this informal conversation and sing-along provided a moment of connection and creative expression for the children and their parents at a time when they were more isolated than ever before.



TEAH'S STORY

At 17, and in remission from acute lymphoblastic leukaemia, Teah is starting her life all over again. From her friendships to the future she had imagined for herself, her cancer diagnosis disrupted everything. With her Redkite Social Worker's help, Teah is taking practical steps to get her life back on track, including setting up a bank account.

"It started when I was walking to school. I was getting a sore stomach. It was really painful. Then I found this lump on my neck. I thought that it would go away but it just got bigger and bigger, and every time I had a shower I got really dizzy. I was tired and my body ached. I told mum and we went to so many doctors. I finally went to another doctor and we were walking to school when mum got the worst phone call ever. He had found something in my blood. I had leukaemia.

In the end, I spent two years away from home undergoing treatment and by that point I needed counselling. Lis from Redkite became my

counsellor and social worker, and she helped me so much. I told her what I was having problems with and she helped me find solutions. I felt better talking to someone like Lis. She helped me with my banking. She told me about Centrelink and helped me with financial stuff.

My friends that I used to have, they're not really there anymore. At the start of my treatment they were there, but now, at the end, they're not here for me anymore. They grew up. Cancer has knocked me in a completely different direction! My life is just so different now and I never thought it would be this different.

It's really good that Lis and I met up. She understood what I was saying and that made me feel really comfortable. If I didn't have Lis, I would be staying home now, not doing anything. I wouldn't know where to start my life again, or even have that motivation to be excited to go out and try."



STRENGTHENED SUPPORT AT HOME

Although 2020 was a year when COVID-19 forced most of the world to take a step back, we found ways to stay connected to families and make sure they could access whatever Redkite support they needed. Along with our established services, several innovations arose from the challenge of maintaining that vital connection, and we share here some of these highlights with you.

Thanks to the donation of laptops from the Stockland Foundation, the Redkite team were able to continue working during the lockdowns. We introduced one-on-one video counselling and transformed our Connect Groups to video. We also created a new group, the Coffee Catch-ups.

What are Connect Groups?

Families tell us that their child's cancer can be an incredibly isolating experience and what they crave is connection with other people who can relate to what they're going through. Connect Groups bring together groups of six to eight people on a video call to share their experiences and offer each other tips and support. Each Connect Group has a theme or topic and is facilitated by two Redkite social workers. Some people who come along prefer to turn off their camera and mic, and just listen – what's most important is the connection.

What are Coffee Catch-ups?

Coffee Catch-ups are less structured groups for parents to connect with other parents over coffee via video. Many parents told us during the lockdowns that the extra isolation was making life hard. The participants come from all walks of life, but all care for a child on treatment or who is up to six months post-treatment. Some people just like to share a photo of their family and others share what is going on in their lives – the group is relaxed and entirely driven by the needs of the participants at that point in time.

15
CONNECT
GROUPS



ran in 2020, creating
moments of connection
and support

27
COFFEE
CATCH-UPS



gave grandparents,
parents and carers a
relaxed space to talk

Lincoln (left), diagnosed at two years old with Wilms tumour



AVA AND OLLIE'S STORY

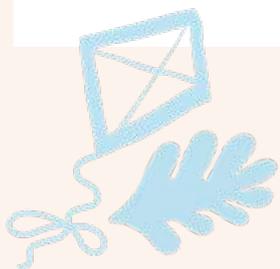
Oliver Coppins experienced his first Father's Day in a neonatal intensive care ward worrying whether his week-old baby girl would outlive cancer. His daughter, Ava, born in Hobart on 30 August 2019, was diagnosed with an extremely rare form of leukaemia. They were rushed to the Royal Children's Hospital in Melbourne to undergo lifesaving cancer treatment, where they would stay for the next eight months. Something that helped him manage the stress of what his little family was going through, was the Redkite Dads Connect Group.

"It was great to meet some more dads, and to see how everyone was dealing with things and strategies for things. I think the trouble is that once you leave the hospital environment where it's so structured and organised, you can feel like you're in a little bit of a wasteland, and you just don't really know what to do next. Even if it's only via Zoom, it's good to just check in with each other to see how everyone's going. To talk about issues, to

try and provide ideas for people on how you've dealt with things.

I think being able to communicate with other dads gives you an opportunity to say, "What are you guys doing about this?" or "Has this happened to you?" and being able to share those stories on that forum has been really beneficial and cathartic as well. You deal with some emotions and stuff, to let the emotions out.

And there's a lot of guys that I think stay strong for the family and don't show their emotions - I'm not really one of them, I'm more than happy to share my emotions. But it also provides an outlet for those guys that might not feel comfortable doing it in front of their loved ones. But [in the Dads Connect Group] they're happy to share their story. And if it gets emotional, they don't feel like they have to be strong because we're all here to support each other."



REVITALISING OUR BRAND



In 2020, Redkite underwent a brand refresh. Our aim is to improve families' understanding of who we are and how Redkite can help them throughout their child's cancer experience.

The brand refresh will help clarify the supports available to families, as well as empower them to contribute to Redkite's future direction by shaping those programs and services.

Long-term Redkite supporter, Brand Council, generously led this project pro bono. They undertook

extensive research to uncover the public's perception of our brand and their understanding of why we do what we do. What we learned is we're far too quiet about the critical work we do with families, the impact we have, and how we can support children and families.

The families we support were involved throughout the entire process; from research to developing what our refreshed brand looked and sounded like.

Throughout our research, families kept describing our impact and support as a 'lifeline'. This common thread, from the statements of the families themselves, now defines who we are:

A lifeline for families facing childhood cancer

Why Redkite exists

When a parent is told their child has cancer, what they hear is "your child might die."

Facing this possibility, over what may be years of their life, puts an enormous amount of pressure on the mental health and wellbeing of parents, the sick child themselves and their siblings. A child's cancer is more than just a physical trauma. The long-term nature of childhood cancer, and its impacts on every aspect of life, means it is also a significant mental trauma for every member of the family. All Redkite's services - from financial assistance to our book club or counselling - are aimed at reducing the family's distress, helping them tap into what they need to manage their own mental health and wellbeing, and improve their quality of life now and into the future.

Our new website

In an increasingly digital world, it is important our website makes it as easy as possible for families to find what supports are available and how to access them.

With simplified navigation, improved search function and suggestions for other content that might be useful based on what someone has browsed, the new Redkite website makes the most of today's technology and truly reflects who we are.



COVID AND CANCER – DRAWING THE PARALLELS

One of the insights from the brand research was the role Redkite plays in advocating and being a voice for families. The global pandemic gave us the opportunity to create greater awareness of families' experience of children's cancer and the significant impact on every aspect of their lives.

We partnered with cartoonist Angus Olsen, a self-described 'oncology dad', to create a series of drawings that illustrated the challenges of cancer and COVID-19, and which celebrated the strengths of families. When the first in the series was released, it reached close to a quarter of a million people in less than 48 hours.

The online reactions demonstrated how Redkite was amplifying the voices of families with the lived experience of children's cancer. "Yes, thank you for this. It validates so much how I feel," one commenter on social media wrote. "So accurate," another wrote, and: "It feels as though we'd only just re-emerged into the 'real world' after our daughter's treatment when COVID hit."





iMPACT

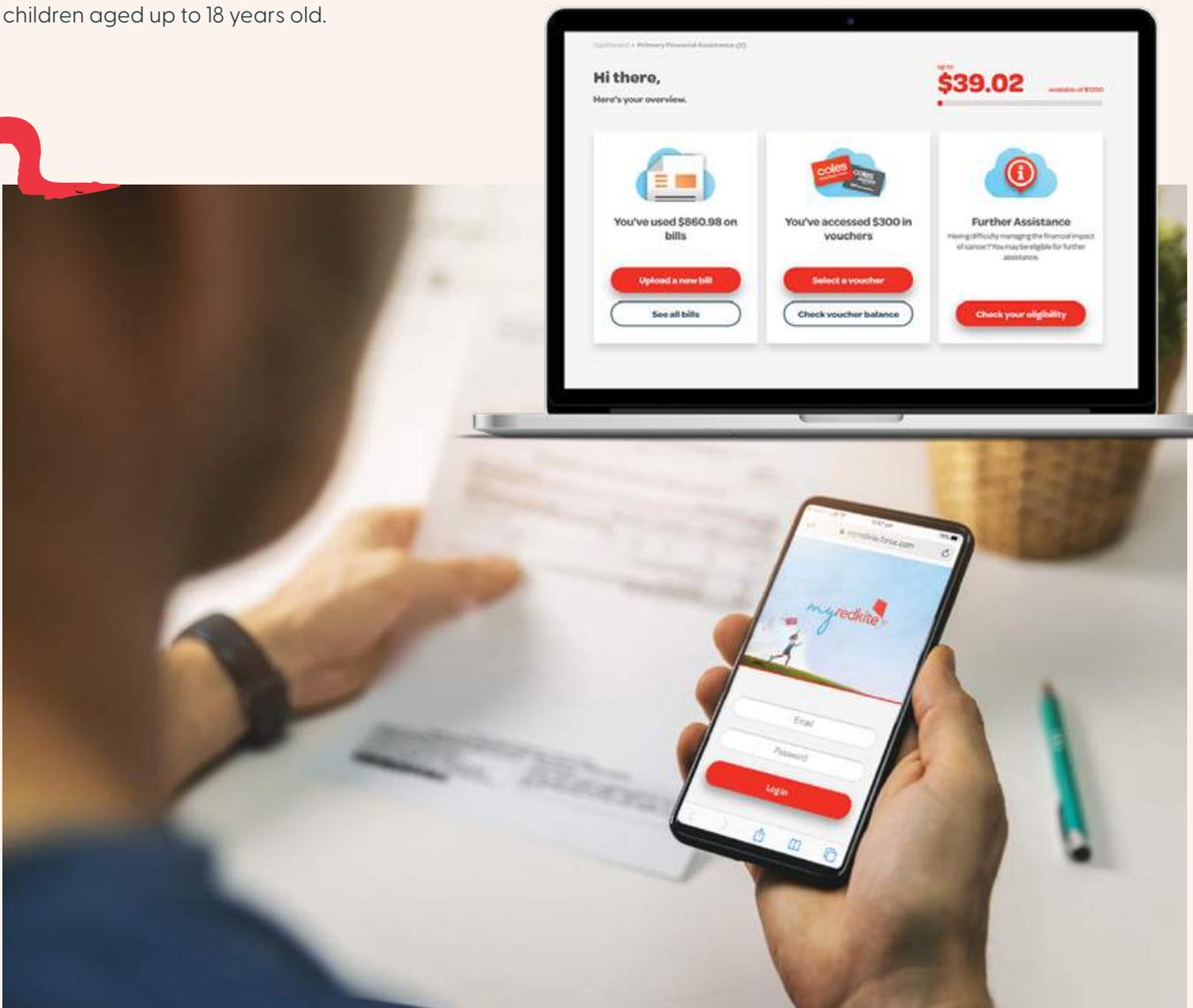
Whole of family support that is tailored,
life-changing and improves outcomes.

We know the support we deliver can make the difference between a family eating dinner that night, or being able to make it through the next 24 hours of their child's treatment. It's critical families receive the support that meets their individual needs and that makes an immediate difference to their situation.

Strengthening the impact of our financial support

As part of our Financial Assistance Program's transformation, we successfully piloted myRedkite, our new financial assistance portal. Thirty-five health professionals from 13 hospitals underwent training in the new portal before it was rolled out to more than 300 families in three pilot hospitals - the Sydney Children's Hospital Randwick, the Children's Hospital at Westmead and the Queensland Children's Hospital. Our community support team are also now making proactive welcome phone calls and assessments for when a family might need extra financial assistance or connection to other supports. This has increased the impact of our Financial Assistance Program, which in 2020 was accessed by more than 1400 families of children aged up to 18 years old.

Recognising the additional financial stress the pandemic was putting families under, our community support team received training in all available financial support and hardship schemes to ensure they could provide families with the most current information and referrals. They helped families who needed additional support in navigating the new systems introduced by the Federal Government, for example JobSeeker and JobKeeper. We also embarked on a partnership with some of the financial planners at Wealth Market who have been committed to providing pro bono financial planning to families who needed it.





Impact online

In March, we added a live chat function to our website. Families can now chat with someone from our support team and receive initial support in a more timely way. In 2020, our team delivered support through 139 live chat responses and 70 after-hours messages.

Easing the burden at Christmas

2020 was an incredibly tough year. Recognising how difficult Christmas would be for so many families, especially those who had received financial assistance,

our Premier Partner, Coles gifted eligible families a \$100 Coles voucher. The gift voucher could be spent however families chose – on Christmas indulgences, fresh produce, or pantry staples. The vouchers meant families still in lockdown or isolating for their child's safety could shop online. It meant that families with specific dietary requirements (allergies, foods that can't be eaten for religious reasons, vegans and vegetarians) could benefit from Coles' generosity. It also meant that families who needed to buy basic groceries could do so with dignity. Nearly 2000 families benefited from this gift from Coles.

Lincoln, diagnosed at six years old with Ewing sarcoma



WILLIAM AND ALISHA'S STORY

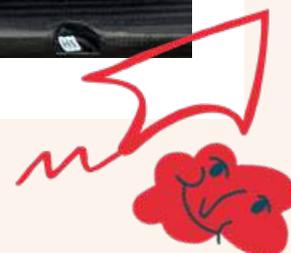
Alisha's son, William was diagnosed with Stage 3 neuroblastoma – a cancer of the nerve cells – in August 2020, after being hospitalised with appendicitis. He has had three rounds of chemotherapy and has had chemotherapy-related issues ever since. Alisha and her family are from Canberra, so every few weeks they had to travel to Westmead Children's Hospital in Sydney for William's treatment.

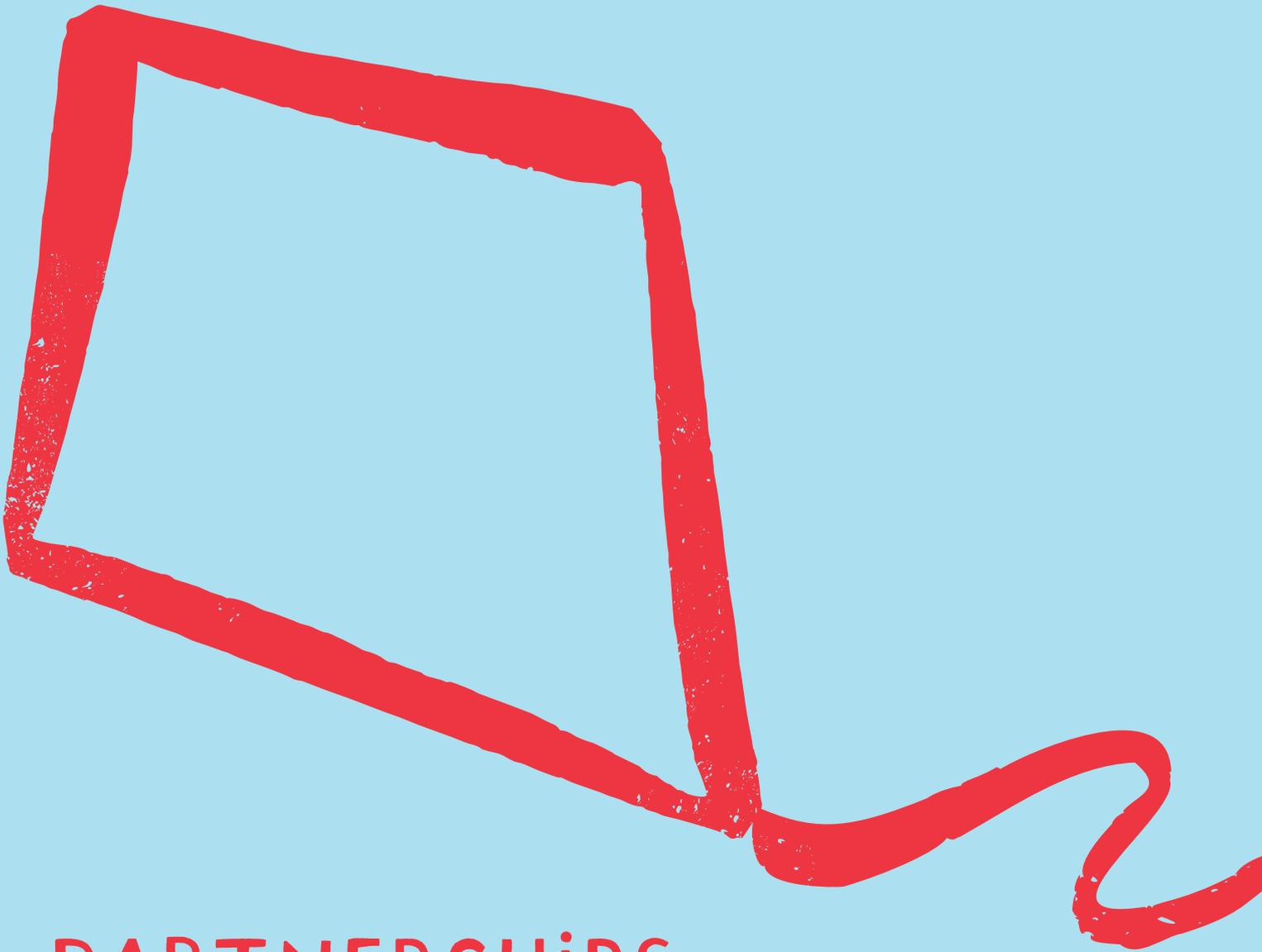
"COVID made things extremely difficult for our family. The restrictions have meant that for most of William's treatment, our family has been divided. William has a brother and sister and he's really close to his brother. He was in hospital recently for three weeks, and because of COVID we couldn't bring the children into the hospital, so they went three weeks without seeing each other and they found that extremely hard. There was a lot of crying. There was a lot of meltdowns, because neither of them could comprehend why they weren't allowed to go and why they weren't welcome in the hospital. So COVID has made what is a nightmare, just 10 times worse.

People don't realise when you're uprooted, when you're in Westmead, you're not just paying for life now in hospital and the groceries that you need, but you're still paying for rent at home. You're still paying your house insurance. You're still paying for your electricity and stuff like that at home. So, you're paying for a double life; what was a certain budget, you're now paying double that on one income.

There were also limits on access to food whilst staying at Ronald McDonald House, as most kitchens were closed. The Coles vouchers saved us as we were able to buy non-perishable food and that sometimes was the difference between whether we ate or didn't.

Redkite has been a massive help to our family and knowing that there's always help is one less thing we have to worry about. The vouchers are something that's been a saving grace for our family and everyone at Redkite has been so compassionate and caring to us."





PARTNERSHIPS

Strong partnerships with families, the sector, hospitals and supporters that make a positive difference for families.

We cannot make a lasting impact in the lives of families facing childhood cancer without strong partnerships. They are a key strategic pillar and central to who we are and what we do.

We are enormously grateful for the generosity of our donors, partners and supporters who continued to give, despite their own businesses and livelihoods being under threat. Over \$10.7m was raised in 2020 that allowed Redkite to continue operating throughout

the lockdowns, providing essential services to families facing childhood cancer in hospitals and at home. It is because of our supporters who shared our vision for a better future for all families impacted by cancer that we were able to meet the skyrocketing demand for our services and focus on continuing strategically important projects that will allow us to increase impact for our families.

Our generous community raised **\$10.7M**

Nearly

9000

new donors
joined our family

Over

60

Australian companies partnered
with us through workplace giving

\$518K

raised through new
innovative campaigns

Over

18,000

individual donations made
by our donors

CELEBRATING OUR CORPORATE PARTNERS

2020 was a year unlike any other, and it was especially tough for Australian businesses. Our hearts went out to our supporters whose industries were pushed to the brink by the lockdowns. We are grateful for those who could do that bit extra to ensure Redkite could be there for families throughout the pandemic and we know all our supporters will come back stronger than ever in the future.

Coles

Stepping up for families

In 2020, as Redkite celebrated seven years of partnership with Coles, the pandemic hit. Despite facing huge challenges like keeping shelves stocked, their stores open, and their customers and team members safe, Coles never forgot about families facing their child's cancer. During lockdown the Coles Online Priority Service was immediately extended to 2000 Redkite families so they could buy their essential supplies safely from home. On top of this phenomenal support, Coles generously donated \$100 food vouchers to Redkite families at Christmas time to make sure the festive table wasn't left empty after such a tough year.

Bread and butter for families

Coles has given so much in an exceptional year; they continued to donate 5c from every specially marked loaf of Coles Own Brand bread and 20c from the sale of Easter hot cross buns.

While the usual in-store fundraising activities were on hold during lockdown, the pandemic didn't stop the Coles teams and their customers from having the most successful Christmas campaign in recent history which raised over \$1 million for Redkite.

Daring to dream of a brighter future

In 2020, the Coles team continued to support the Dare to Dream Scholarships to make sure the pandemic

didn't get in the way of young people who have been through cancer achieving their dreams. A record breaking 137 young people impacted by cancer from across the country applied for the Redkite and Coles Dare to Dream scholarship. We celebrated six finalists and two national winners who are now on their way to chasing their goals.

Coles Express

Going the extra mile

Over 700 Coles Express sites across Australia help keep our country on the road. But they also help keep families facing childhood cancer together and strong through Coles Express quarterly Redkite Weeks. Customers were encouraged to round up their purchase to the nearest dollar. Many sites injected some fun into their fundraising and dressed up in costume, decorated their sites and themselves, and held fun physical challenges to inspire their customers to support Redkite. During the August Redkite Week, 5 cents from the sale of a number of Coles Express-branded products went to fund our essential services.

In 2020, a record \$1.35 million was raised for families facing their child's cancer.

In 2020 Coles has been there more than

28,000 times with

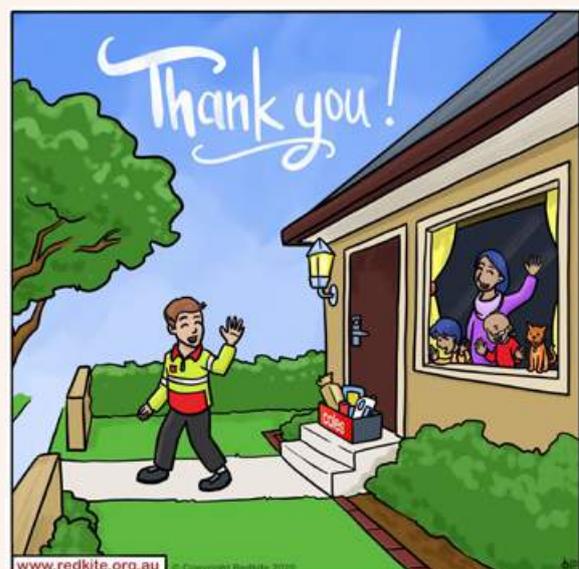
12,700 hours of counselling and support across Australia

4500 hours of music therapy

2000 additional food vouchers for families at Christmas

528 scholarships and educational grants

8400 household and expenses paid





BOC – supporting fundraising innovation

Since becoming Redkite's first corporate sponsor nearly 25 years ago, BOC has helped Redkite grow into a leading provider of essential support services for children with cancer and their families. Through the pandemic, in addition to ensuring that Australian hospitals had a secure and uninterrupted oxygen supply, BOC continued their support by becoming the Major Sponsor of Redkite's national giving appeal, \$24for24, by matching donations to the value of \$85,000. The campaign raised over \$250,000 in one week, a record breaking campaign for Redkite and a result that couldn't have been reached without BOC's ongoing commitment to families facing cancer.



With kids cancer,
every 24 hours is critical.
Every \$24 counts.



MPA – bringing a family of supporters together

MPA, a Redkite partner for over 11 years, hosted the Raise for Redkite online auction closing event. MPA networks alone contributed over \$130,000 on the night with Redkite Board Member Adam Spencer on hand to drive the last-minute bids before the auction closed. We'd like to thank Ed Singleton and the generous MPA community for going above and beyond during the toughest year on record.

Stockland – ensuring critical service provision

Our long-standing partnership with Stockland CARE Foundation reached the \$1 million milestone in 2020, marking six years of incredible support for families facing childhood cancer. The generosity of the Stockland community has provided more than 5,000 hours of counselling for emotional support and mental wellbeing and has paid more than 3,000 essential bills to help families keep food on the table.

When COVID-19 sent everyone into lockdown, Stockland donated 21 laptops and this simple act of generosity meant that Redkite was able to continue supporting families no matter what restrictions took place across the year. Thank you, Stockland CARE Foundation, for your continued commitment to ensuring that families don't have to face their child's cancer alone.





Country Road – a symbol of the times

Who would have thought the global pandemic would inspire such a clever and practical act of generosity? Despite facing challenges of their own, Country Road produced face masks that not only kept people safe – they also raised money for Redkite. Recognising that cancer doesn't stop for COVID-19, Country Road continued to make sure the Red Bag diagnosis support packs were in hospitals where they were needed. The softest of plush teddies, designed and sourced by the Country Road team was included in every bag along with practical supplies for parents, so children had a cuddly friend to keep them company. We are constantly inspired by and grateful for the generosity of our supporters.

JB Hi-Fi – 10 years of unwavering support

In 2020, Redkite celebrated ten years of partnership with JB Hi-Fi and their Helping Hands Program. During our partnership, the generous JB Hi-Fi staff have supported us through Workplace Giving even during the challenges of a global pandemic and each of these donations has been matched dollar for dollar by JB Hi-Fi, doubling the impact for families. Through the entirety of our partnership, JB Hi-Fi has helped provide financial and emotional support to around 1140 families.



Dry July – the best reason to say no to a drink

Redkite was proud to again be a Major Beneficiary of Dry July, a national fundraiser that encourages you to go alcohol-free in July for people affected by cancer. We'd like to extend a big thank you to the Dry July Foundation and the incredible fundraisers, donors and workplaces who took on the challenge in one of the toughest years ever. Through your dedication in raising these critical funds for young people facing cancer, plus a generous grant from the Dry July Foundation, Redkite received just over \$605,000 to continue to provide our critical services for families throughout the pandemic.

KPMG – driving strategy

The KPMG team generously donated their time and expertise to guide Redkite through a comprehensive review of the strategic landscape in paediatric oncology and the not-for-profit sectors. This significant pro bono contribution means Redkite has the insights we need to develop initiatives that will deliver greater support to families. Cancer doesn't rest, so neither can we, and the amazing KPMG were alongside us, helping to drive innovation.



CELEBRATING OUR CORPORATE PARTNERS

Premier Partner



Leading Partners



Major Partners



Supporting Partners and Key Supporters



CELEBRATING OUR PHILANTHROPIC PARTNERS

We are immensely grateful to our philanthropic supporters who shared our commitment to meet the unprecedented demand for essential frontline services to families in hospitals and at home.

Redkite Family Circle

The Kinghorn Foundation
Johanna Sewell Memorial Fund

Redkite Distinguished Supporters

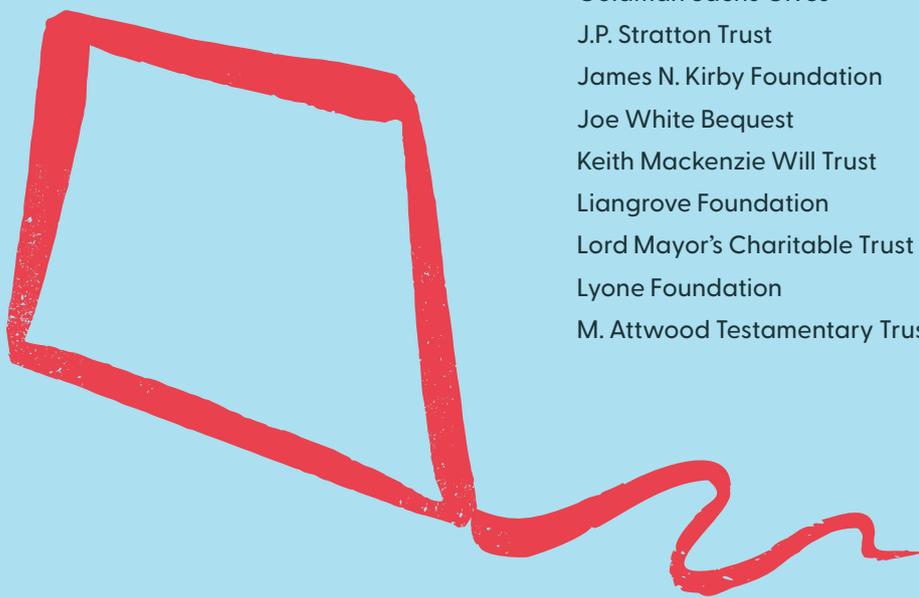
Flannery Foundation
Hooper Shaw Foundation
Ronald Geoffrey Arnott Foundation
Thyne Reid Foundation

Redkite Major Benefactors

Australian Executor Trustees
Channel 7 Telethon Trust
Annie Danks Trust
Denton Family Trust
Farrell Family Foundation
G.W. Vowell Foundation
Marian & E.H. Flack Trust
Ponting Foundation
Susan Maple-Brown AM
The Gross Foundation

Redkite Valued Friends

| | |
|---------------------------------|---|
| ATS Charitable Foundation | Maisie Gallie Benevolent Fund |
| Brady Cancer Support Foundation | Massey Charitable Trust |
| Corio Foundation | McCusker Charitable Foundation |
| Golden Stave Foundation | N Mavis & G Waters Perpetual Charitable Trust |
| Goldman Sachs Gives | Pierce Armstrong Foundation |
| J.P. Stratton Trust | Robert Albert AO |
| James N. Kirby Foundation | Ros Smith |
| Joe White Bequest | Savannah Foundation |
| Keith Mackenzie Will Trust | Stan Perron Charitable Foundation |
| Liangrove Foundation | William Angliss (Victoria) Charitable Fund |
| Lord Mayor's Charitable Trust | William Cant |
| Lyone Foundation | Willy and Mimi Packer |
| M. Attwood Testamentary Trust | |



PARTNERSHIPS WITH THE COMMUNITY

The pandemic made it nearly impossible for community fundraising events to take place. But the Redkite community are creative and found ways to partner with us for families.

Mothers trek in loving memory

COVID-19 threatened to stop Maria Topalian and Belinda Moore in their tracks, but not even a global pandemic would prevent them from honouring their daughter's dying wish. The couple had planned to walk all the way to Melbourne in October to raise money for Redkite, but with the South Australia – Victoria border closed, they walked around the Yorke Peninsula instead. Dubbed Team Vari, they trekked 740km over 23 days and raised \$46,719 in memory of their daughter, Natalie Vari, who died from complications arising from her treatment for acute lymphoblastic leukaemia.

Redkite supported the family during Natalie's illness and still support Maria and Belinda through bereavement counselling, especially when they marked the first-year anniversary of their daughter's death.

"When Nat was diagnosed, we took time off work to be by Nat's side. When paid leave had been exhausted, we took leave without pay. Redkite's financial support for our family helped us to buy food when funds were low and petrol vouchers allowed us to get to the hospital daily," Belinda said.

"Redkite makes such a difference for families when you have a child with cancer. Even now Redkite is still offering ongoing support by their incredible social workers. It's just been so nice to know that Redkite is still here for us and we can talk to them whenever we're having a tough day," Maria said.



Left to right: Belinda, Karen Charles (Redkite staff member), and Maria



Team Vari and supporters celebrate

CRUNCH4KIDS CHALLENGE



crunch4kids

From wanting to curb the COVID curves to wanting to do something positive for their mental wellbeing, more than 200 people across Australia and as far away as Singapore participated in the inaugural crunch4kids with cancer challenge. Redkite's 20-day, stomach-crunching challenge ran from 1 to 20 June, with participants setting their crunch and fundraising goals either solo or in a team. They received videos of encouragement and demonstrations of different crunches to try from Sydney Swans coach and players, including Redkite Ambassador, Harry Cunningham. Proving age was no barrier, the youngest participant in the crunch4kids with cancer challenge was nine years old and the oldest was 75. Redkite's first virtual physical challenge was declared a success with \$28,576 raised by the community.

THE POWER OF A GOOD BOOK

Cristelle David, who rediscovered her passion for reading thanks to COVID-19, inspired best-selling authors to donate copies of their book for her fundraising raffle. A self-described bookworm, she stopped reading after her son's cancer diagnosis but as his treatment progressed and he became stronger, she turned to books to free herself from the confines of Melbourne in lockdown. She created an online book raffle and convinced well-known authors to donate signed copies of their books. Contributors included the former Prime Minister Julia Gillard, Trent Dalton – author of the number one bestseller, *Boy Swallows Universe* – and Jane Harper, author of *The Dry*. She raised \$9,287 thanks to a community of book lovers who wanted to make a difference in the lives of children with cancer.

"I cried for two days non-stop after Taiyo's diagnosis. Early during his treatment, my husband told me we had to be positive for him and make our situation as happy as it can be.

When I'm reading, I'm able to be somewhere else and be someone else. Reading has allowed me to escape lockdown and our cancer journey. I've been able to travel outside our apartment through books.

From the very beginning, Redkite was always present. They provided financial support when our savings were dwindling and emotional support through counselling. Redkite made sure we had food on the table and petrol in the car to get to our appointments."



MIKAELA AND GILLIAN'S STORY

When Gillian and her young family moved to South Australia from India she was “hoping for a better life.” But that was quickly disrupted after only one month in the country, when her 19-month-old daughter, Mikaela was diagnosed with hepatoblastoma.

“I moved to Adelaide in March 2020 with my husband Viren, my son Luke who was four and baby Mikaela. She started getting sick. We thought it was just the change in weather. But, just before Easter she stopped talking and moving.

After four rounds of chemo, she looked like a little chicken, her legs were so thin. We wondered every day whether she would get through it. Then the doctor’s told us our only option was for Mikaela to have a liver transplant and we would have to go to Sydney for that.

We ended up staying in Sydney for three and a half months while Mikaela had her transplant.

In the hospital, we were given a Redkite bag and it was so helpful. I still use it. It’s always packed and ready to go with clothes for Mikaela and me, toiletries and the medications she will be on for the rest of her life.

At the hospital a social worker also introduced us to Redkite’s financial assistance because she

knew my husband didn’t have a job and we weren’t doing well financially. Redkite gave us financial support and paid a few bills. We were so, so grateful. I don’t know how we would have managed otherwise because we’d been really struggling.

But, it also was very tough on our son Luke. He couldn’t understand why Mikaela was so sick and why she was in hospital so much. He was like, “You said we’ll have fun in Australia. Now, you’re spending so much time with Mikaela. Why are you not spending time with me?” He wouldn’t listen to us. He was defiant and wanted to be with me all the time, but I had to be with Mikaela. It was very difficult.

Now I don’t think they can do without each other. They’re together all the time. If Luke goes into the other room, he has to call Mikaela, “Come on, let’s play in the other room,” they can’t stay without each other. They go to bed together, they want to do everything together.

So now we are back home everything has begun to fall into place slowly, but we’ll never be the normal that we were before everything happened.”





GOVERNANCE AND OPERATIONS

OUR 2020 BOARD AND REGIONAL COUNCILS



Jennifer Horrigan
Redkite Chairman

Jennifer brings more than 25 years' experience across investment banking, financial communication, investor relations and strategic

communications. Formerly the Chief Operating Officer of investment bank Greenhill Australia. Jennifer is also a Non-Executive Director of APN Funds Management Limited (including APN Industrial REIT (ASX: ADI) and APN Convenience Retail REIT (ASX: AQR), A2B Limited (ASX: A2B), Yarra Funds Management Limited and QV Equities (ASX: QVE). Jennifer's qualifications include Bachelor of Business, Grad.Dip-Applied Finance (FINSIA) and Grad. Dip-Management (AGSM), MAICD.

Special Responsibilities: Chairman of the Board of Directors, Chairman of Redkite's Remuneration Committee, Member of Redkite's Investment Committee, and ExOfficio member of Redkite's Risk and Audit Committee.



Stephen Conry AM

Stephen is an International Director and CEO Australia of JLL, Australia's largest commercial property services firm. He commenced his career with JLL in 1982, while studying Property

Economics (graduating in 1986). Stephen has served on various Business and Community boards and committees. He is the Immediate Past President of the Property Council of Australia, a Fellow of the Australian Property Institute, a Fellow of the Royal Institution of Chartered Surveyors, a Fellow of the Australian Institute of Company Directors.



Dr Robert (Bob) Every AO
(Resigned 8th December 2020 – end of term)

Dr Bob Every AO is a metallurgist by profession (Bachelor's Degree 1968 / Doctorate 1971). Bob is currently

the Director of Gresham Partners Holdings Limited and Chairman of the WACA Foundation. Former roles include CEO of Steel & Tube Holdings Ltd NZ, MD & CEO of Tubemakers, President of BHP Steel, MD & CEO of OneSteel, Director of Cricket Australia, Chairman of Wesfamers Limited and Boral Limited. Bob is also a Patron and past Chairman of Redkite. Bob has been awarded a Centenary Medal and an Order of Australia



Sarah Goodman

Sarah has 22 years of senior executive experience in strategic regulatory policy, risk management and governance, gained in four large financial services groups and in two

Australian financial services regulators. She also has over 20 years' experience as Company Director with agile challenger brands and with major operating subsidiaries in listed financial services groups. Previously a director of several large NFPs, some of which were Workventures Ltd; Eastern Suburbs Rental Housing Association Ltd; Gramma's Youth Refuge Ltd.



Joost de Kock

Joost is the Deputy Secretary Customer Strategy and Technology at Transport for NSW where he leads the development of multi-modal transport strategies, plans and policies and is also responsible

for technology innovation and data analytics to deliver customer-centred mobility solutions. He was previously General Manager Enterprise Transformation with Services Australia. He is a former Partner and Managing Director of the Boston Consulting Group (Sydney) and formerly Manager at Andersen Consulting (now Accenture), and Research Scientist with Sony (Tokyo). For over two decades Joost career has focussed on setting strategy, business model design and technology-driven transformation. Through personal experience, Joost has become passionate about helping children with cancer and their families, especially through innovative use of digital technology.

Special Responsibilities: Chair of Redkite's Investment Committee.



Bruce Morgan

Bruce Morgan is the Chairman of Sydney Water and Transport Asset Holding Entity of New South Wales (TAHE), Deputy Chairman of the European Australian Business Council (EABC), a Director of Origin Energy and a former Director of Caltex.

Bruce has extensive business experience as a Non-Executive Director including water, energy and transport fuel industries and from his executive career with specific experience in the financial services, energy and mining sectors, leading some

of Pricewaterhouse Coopers' (PwC) most significant clients in Australia and internationally.

Bruce was the Chairman of the Australian PwC Board for six years until 2012 and was a member of the PwC International Board for four years. Bruce holds a Bachelor of Commerce (Accounting and Finance) from University of NSW (UNSW) and is an Adjunct Professor at UNSW. He is a Fellow of Chartered Accountants Australia and New Zealand and the Australian Institute of Company Directors (AICD).



Brian Murphy

Brian has over 20 years' experience in strategy and management consulting at Bain & Company. He has worked across the firm's Sydney, London, San Francisco and Perth offices. He leads Bain's Energy and

Natural Resources practice across the Asia-Pacific region, advising clients globally on strategy, technology, sustainability, performance transformation and M&A. He also leads the firm's Sustainability and Responsibility practice across Asia-Pacific. He holds a PhD in Mathematics (ANU), BSc Hons (Mathematics) UWA and was previously a Board member of the WA Youth Jazz Orchestra.



Mark Rigotti

Mark is the Immediate Past Global CEO of Herbert Smith Freehills, where he is currently a Partner & Senior Adviser. He has in excess of 20 years' senior executive experience

and has worked with a wide range of diverse cultures and teams. Prior to this, Mark ran a leading corporate, capital markets and fundraising practice spanning Australia and the United Kingdom. Mark is the Chair of the University of Sydney's Open Society & Common

Purpose Taskforce. He is also a Director of the European Australia Business Council and The Australia Korea Business Council. He is a member of the Business Council of Australia, European Australian Business Council, AICD and FINSIA. He is a graduate of Sydney University, Mt Eliza Business School at Melbourne University, Harvard University and Singularity University.



Alex Scandurra

Alex Scandurra is an influential player in the start-up world as founding CEO of Stone & Chalk, an accelerator for startups seeking to disrupt the financial services sector. Alex is also

the Founding Director of FinTech Australia, and sits on the ASIC Digital Advisory Committee and the Advisory Board to the NSW Dept of Finance, Services and Innovation. A former Australian Army Captain, graduate of the London Business School and Head of Strategic Partnerships & Barclays Accelerator Programs, Alex also has experience working on leading infrastructure projects for Nokia and Lend Lease.



Adam Spencer

(Resigned 8 December 2020 – end of term)

Adam is one of Redkite's most high profile and dedicated Ambassadors and has been the Redkite Corporate

Quiz Master of Ceremonies since 2003. A much-loved Australian radio and TV personality, Adam is also an Ambassador for Mathematics & Science at the University of Sydney, an international keynote speaker (TED), an in-demand MC and conference speaker, successful author and holds a Doctor of Science Honoris Causa, Edith Cowan University.



NSW Regional Council

- Ed Singleton (President)
- Robert Moran (Vice President)
- Andrew Brewer
- Dr Richard Cohn
- Andrew Finlayson
- Mark Gold
- Rachel Graham
- Stephen Purcell
- Brad Seymour

Queensland Regional Council

- Jonathan Dooley (President)
- Lachlan Begg
- Michelle Bond
- Jane Burtenshaw

- Suzy Cairney
- Kate Davies
- Jason Greenhalgh
- Bronwyn Nicholson
- David Skerrett
- Jacob Swan
- Ann White
- Mark Woolley

Victoria Regional Council

- Duncan Russell (President)
- Tina Berardi-Venko
- Adam Charles
- Ashlee Cirone
- Stefan Cross
- Simon Haddy

- Alanna Mitchell
- James Palmer
- Gerry Sakkas
- Kate Thompson
- Philippa Weekley

WA Regional Council

- Barbara Di Labio (President)
- Karen Fleischer
- Andrew Groves
- Sean Helm
- Elizabeth Macknay
- Andree McIntyre
- Shannon McMahon
- A/Prof Dr Marianne Phillips
- Danny Psaros

GOVERNANCE AND REGULATION

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 legislation 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 Jennifer Horrigan (Chair), Bruce Morgan 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 Joost de Kock (Chair), Jennifer Horrigan and external advisors Don Stammer, Geoff Brunsdon 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. The Risk and Audit Committee monitors and oversees Redkite's financial reporting, risk management and compliance programs.

Comprised Sarah Goodman (Chair), Bruce Morgan, Jennifer Horrigan (ExOfficio) 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.



William, diagnosed at six years old with Stage 3 neuroblastoma

SENIOR EXECUTIVE TEAM 2020



Monique Keighery – Chief Executive Officer

Monique has over 25 years' experience working across the not-for-profit, corporate and government sectors in marketing, public relations, fundraising, event management and stakeholder communications. She was appointed CEO in December 2017, having been with the organisation in leadership roles in fundraising and marketing for over 11 years, and instrumental in the organisation's growth and development. Monique is passionate about her work at Redkite and innovating to better support families across Australia facing their children's cancer.



Nicole Schleicher – General Manager National Services

Nicole joined Redkite in 2014, bringing over 20 years' senior management experience in major not-for-profits including The Smith Family, Wesley Mission and The Benevolent Society. She holds an MBA and has significant expertise in strategy, organisational development, human resources management and change leadership. She is responsible for the delivery, quality and strategic growth of Redkite's services along with the organisation's Research, Evaluation and Innovation, and Administration functions. Nicole is a Board Director of Parkinson's NSW and also serves on their Finance, Risk and Audit Committee.



Sandra Simm – General Manager Finance & Operations

A finance professional with over 20 years' experience in large not-for-profit organisations, media and government sectors, Sandra brings particular strengths in financial management, systems transformation and leadership. Sandra joined Redkite in November 2019. Her previous role was Head of Finance at Settlement Services International and prior to that Chief Finance Officer and Director of Corporate Services at Cancer Council NSW. Sandra was a Board member of Include A Charity and was on the Risk, Audit and Finance Committee of Cancer Council Australia (2013-2016).



Tatiana Isaacs – General Manager Fundraising

With more than 17 years' experience in fundraising and marketing in the not-for-profit sector, Tatiana is responsible for strategically growing all revenue streams and government engagement. Tatiana holds an MBA in Marketing and has previously worked at the Australian Red Cross, Heart Foundation and The Shepherd Centre. Tatiana leads Redkite's high-performing team across all fundraising streams including individual giving and corporate partnerships.



Kate Levy – General Manager Marketing & Communications

Kate's passion for telling compelling brand stories has spanned her 18 years of marketing experience. Joining Redkite in May 2019, Kate brings with her a range of experience from and deep understanding of the private sector as well as federal government. She has worked on building the brand of one of the world's largest business services companies, Rentokil Initial. Kate was also part of the team to create Australia's first ever nation-branding campaign.

RICHIE AND KARL'S STORY

Richie is an ordinary little eight-year-old boy who has two big sisters, a big brother and is into football and swimming. In March 2020, around the same time the COVID-19 pandemic was sending most of Australia into lockdown, Richie was diagnosed with rhabdomyosarcoma, a rare cancer of the soft tissue.

“Richie is so close to his family. He’s the baby and they all adore him. They were all allowed into the hospital and then that literally just stopped, and that was so hard on everyone. He was in hospital for weeks at a time and the only person who could go in was his mum, Lisa.

Covid 19 has been so stressful for us as a family. The only thing really was being able to chat on the phone. From a dad’s point of view, having to sit outside a hospital when your son is rushed into emergency for eight hours and not being able to be with him, not being with my wife when she is told devastating news was unbearable.

My employer was impacted by the pandemic and I was put on reduced hours, which was a mixed blessing. We need the time with Richie at the moment. Time is really important, but I don’t think people realise how cancer can drain your finances; we have used nearly all our savings on just surviving. When we were at the hospital, I would just give the Redkite grocery vouchers

to my oldest, who would go and do the grocery shopping. That was amazing. It really helped. Not having to worry about the shopping, just makes a huge difference.”

When Richie first got diagnosed, I also bottled my feelings up. I tried to be strong for my family. I was going to bed crying, because I didn’t want to put any pressure on the kids. I wanted to stay strong for them. I was going to be a rock for them – but you know, inside, I was breaking away.

I spoke to a few different social workers over the phone; it was strange as they were all working from home, but it was just good to chat to them. I was then introduced to the Dads Connect group.

It is really hard for most dads especially with COVID, as only one parent is allowed. I was a bit sceptical at first. But I’m so glad I went on. It was good to see and good to catch up with other dads in the same situation. I think I have only missed one session in nearly 12 months. I was keeping a lot of things inside. And so, I have learned to speak more now.

Richie’s in a serious way; his survival rate is not very good. But there are these other dads out there that are in the same boat, or worse. It’s the little things that make a difference – like that little call every now and again, and that little dads’ group; small things like that do make big differences.”



FINANCIALS

Whilst 2020 was an extraordinarily challenging year for all of us, we are grateful to our incredible supporters – including corporate, trust and foundation, community and individual donors – who continued to provide financial support to Redkite. This had never been more important for families affected by childhood cancer who experienced additional challenges and hardships through the pandemic.

Redkite faced the challenge of a \$2.6m and 19.5% decline in fundraising income on the previous year due to the impact of COVID-19. We had to pivot and adapt much of our fundraising activities given the forced cancellation of our signature Corporate Quiz events across the country, and reduced revenue from community fundraising and 2019 Christmas campaigns impacted by 2019 bushfires. A number of our corporate partners were also significantly impacted by the pandemic and were unable to continue supporting Redkite financially at the same levels as previous years.

Our corporate partners who were able to, stepped up to help Redkite meet increased demand and found other ways to support both our organisation and families during this time. We also had generous support from our loyal major donors and trust and foundations, in addition to gifts in wills, seeing our philanthropy revenue exceed 2019 results.

Redkite's strategy of revenue diversification with individual giving, mail appeals and new donor acquisition campaigns was successful in 2020 with growth achieved on prior years. The continued investment into donor acquisition is critical for our future

sustainability and comes with a significant long-term payoff, which will ensure that Redkite is able to support increasing numbers of families in the years ahead.

Redkite received \$1.7m of COVID-19 related support such as JobKeeper during 2020. This helped to offset some of the decline in fundraising revenue, as did COVID-19 cost reduction strategies during the year including savings in staff costs from vacancies, reduced property costs and reduced event costs.

Families affected by childhood cancer faced additional financial hardship in 2020 due to COVID-19, and our Financial Assistance Program saw a 20% increase in referrals compared to the March/April period in 2019. We provided over \$2.2m in support for families, covering the cost of everyday expenses, household bills and education grants during this time.

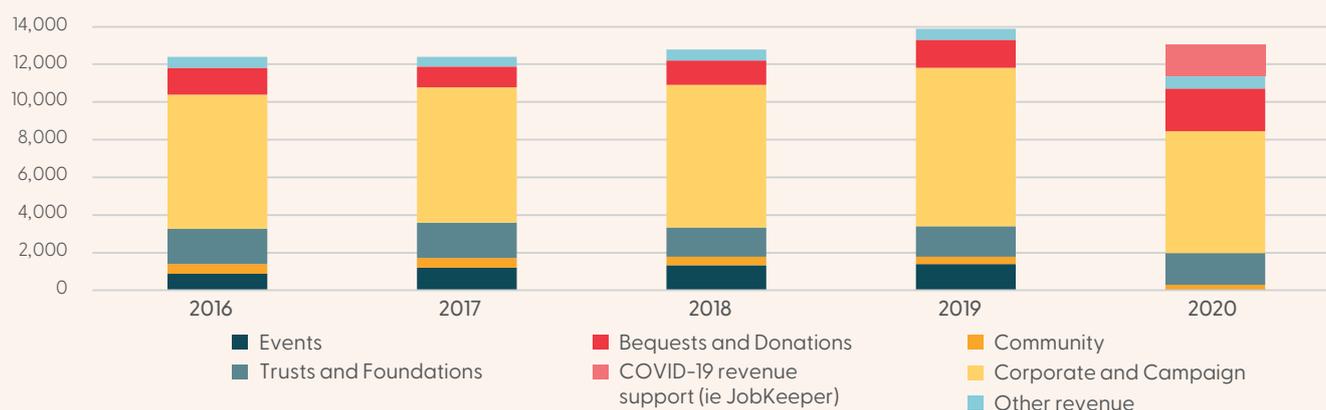
Administration costs increased to 13% of revenue, up from 8% the previous year, reflecting the significant reduction in revenue rather than an increase in costs in 2020. We are committed to continually improving our financial governance, management processes and investment in our core capabilities organisation-wide, and in 2020 this included a focus on compliance, cyber security and investment in our new website. We also streamlined administration costs through the roll out of the digitised Financial Assistance Program portal, to provide better access and experience for Redkite families.

The overall net result from operations was a net deficit of \$457k in 2020, compared to a \$275k surplus in 2019.

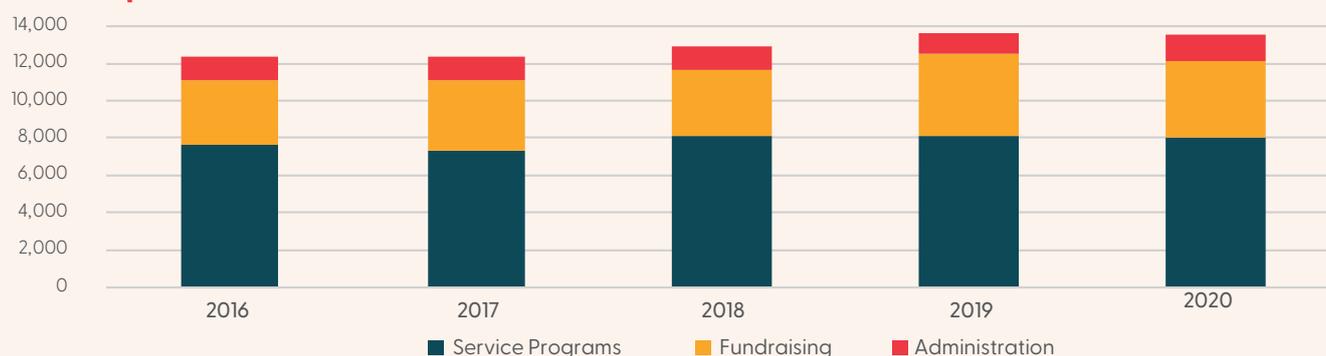


Nicholas (right), diagnosed at three years old with rhabdomyosarcoma.

'000 Income 2020



'000 Expenditure 2020



INCOME STATEMENT

| | 12 months to 31 December 2020 | 12 months to 31 December 2019 |
|---|----------------------------------|----------------------------------|
| | \$ | \$ |
| Revenue from fundraising activities | 10,715,207 | 13,311,261 |
| Other revenue | 2,236,622 | 595,283 |
| Family grants and services provided | (8,071,000) | (8,142,230) |
| Fundraising costs | (1,290,767) | (1,567,401) |
| Employee expenses (non-services) | (3,158,813) | (3,040,559) |
| Depreciation and amortisation | (85,829) | (55,863) |
| IT and communication expenses | (207,633) | (160,921) |
| Rent, property and insurance expenses | (390,630) | (475,734) |
| Other expenses | (204,495) | (189,190) |
| Net surplus/(deficit) from continuing activities | (457,338) | 274,647 |

Notes to the accounts:

- 1) Redkite actively seeks opportunities for pro bono services and gifts in kind for all expenses: fundraising, services children and families and administrative costs. These gifts are not reflected in the financial statements above. Approximately \$550k was received in pro bono services during 2020.
- 2) Other revenue includes \$1,656,974 from COVID-19 related support such as JobKeeper in 2020
- 3) Net gain on revaluation of investments for 2020 was \$4,858 (2019: \$1,040,083) for a total comprehensive deficit of \$452,480 (2019: \$1,314,730)

BALANCE SHEET

| | As at 31 December 2020 | As at 31 December 2019 |
|--------------------------------|----------------------------------|----------------------------------|
| | \$ | \$ |
| ASSETS | | |
| Cash and cash equivalents | 2,284,853 | 2,304,690 |
| Receivables | 326,219 | 309,453 |
| Other | 407,165 | 269,842 |
| Current assets | 3,018,237 | 2,883,985 |
| Plant and equipment | 481,136 | 451,278 |
| Financial Assets | 12,856,945 | 12,252,212 |
| Lease - right of use asset | 2,640,978 | 2,664,366 |
| Non current assets | 15,979,059 | 15,367,856 |
| Total assets | 18,997,296 | 18,251,840 |
| LIABILITIES | | |
| Short term payables | 732,040 | 1,569,486 |
| Deferred revenue | 1,000,000 | - |
| Short term provisions | 1,042,442 | 287,259 |
| Lease - rent liability | 434,076 | 418,964 |
| Current liabilities | 3,208,558 | 2,275,709 |
| Long term provisions | 58,416 | 38,615 |
| Lease - non-current liability | 2,462,418 | 2,371,444 |
| Non current liabilities | 2,520,834 | 2,410,059 |
| Total liabilities | 5,729,392 | 4,685,768 |
| Net assets | 13,267,904 | 13,566,072 |
| Equity | 13,267,904 | 13,566,072 |

If you would like further information, full audited accounts are available on request and via the ACNC website www.acnc.gov.au



Jamie, diagnosed at two years old with acute lymphoblastic leukaemia.

LUCA AND BROOKE'S STORY

Brooke's youngest daughter, Luca, was diagnosed in May 2020 with a brain tumour, when she was three years old. The diagnosis and treatment had a massive impact on the whole family, including Luca's seven-year-old big sister, Emerson.

"With Emmy, I had to explain to her without scaring her, that her sister has cancer. She was like, 'What's cancer?' She didn't understand and I just had to say, 'It's a really horrible disease and they're going to use medication that will make her look different every time you see her'. It was very hard on her. The girls are so close; it's been very hard. With COVID, Emmy couldn't come in to see her sister. She just wasn't allowed in. We were in for 57 days the first time. I don't think she saw her sister for that long, which is tough.

My parents ended up moving into my house to keep Emmy's life as normal as possible. Normally she would stay at her dad's every second weekend, but she had gotten to a stage where things were so upheaved that she just needed as much stability as possible to make sure she felt comfortable. She just wanted to be at home.

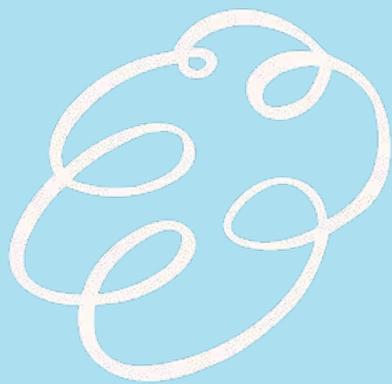
I came out of the hospital two to three times a week, just for a couple of hours each time. And that's when I got to see Emmy. I felt like Emerson was the collateral damage. Luca was the sick one, I was with the sick one. She was just left behind. And she's at a very young age to try and explain why and have her understand.

I've had massive amounts of guilt, being stuck in hospital, and I've felt like it's hard for me to support Emmy. My parents are at my house looking after her. I've given them some of the grocery vouchers Redkite provides so they can buy groceries and the different things for her. So at least I'm still kind of looking after my daughter even though I'm not there.

I've also used Redkite's Financial Assistance Program to pay my rates and some house bills, because I haven't been able to work. I'm a single parent with a mortgage so it's been tough trying to keep on top of it all.

When I first heard about Redkite's financial assistance, I thought I'll never be one of those people that get handouts, but it got to a point when the bills started to come in and I thought, 'Oh my god, how am I going to pay for this stuff?' I can't. People have said, 'You don't really need help. You're fine because treatment is free.' And I'm like, 'Yeah, but it's everything else.' It's a relief that Redkite is there. It definitely helped me."





Redkite acknowledges the Traditional Owners of the land throughout Australia, and their connections to land, waters and community. We acknowledge their stories, traditions and living cultures, and we pay our respect to Elders past, present and emerging.

Redkite is committed to ongoing learning about the individual needs of our families. We strive to create a respectful and inclusive space for people of all cultures and identities.





Mikaela, diagnosed at 19 months old with hepatoblastoma.

 **redkite**
A lifeline for families
facing childhood cancer



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