

annual review 2019



supporting children and young people with cancer





our vision

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

our purpose

To provide essential support to children with cancer to ensure the best possible quality of life for them and their family – now and into the future.

our promise

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

acknowledgement of country

We acknowledge the traditional owners of the land on which we work, and pay our respects to Elders past, present and emerging.

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a message from our Chairman



Jennifer Horigan
Chairman of the Redkite Board

Redkite believes that no family in Australia should face their child's cancer and treatment alone. That's why Redkite provides essential counselling and support services, financial assistance and bereavement support to families throughout Australia. From Redkite's incredibly dedicated team, to all of you who support our work, this year-in-review is a celebration of all we have accomplished together.

We continue working hard to be there for every family who needs us, whether they are in hospital or at home, and have continued to grow our support to families during 2019. Redkite supported nearly 2,600 families and 3,800 individuals throughout the year, an increase of 5 per cent and 6 per cent respectively from 2018. This represents more than 6,300 support sessions, 1,700 hours of our team working directly with diagnosed young people and their families, and 1,300 hours liaising with healthcare and other professionals on behalf of Redkite families.

For more than three decades, Redkite has provided vital financial assistance for families whose earning capacity is impacted by their child's cancer treatment. During 2019, we provided \$2.2 million to cover essential household bills or put food on the family table for around 1,900 families in need, a 3 per cent increase in families accessing this support from 2018. Tragically, the demand for Redkite's bereavement support grew, with a 17 per cent increase in the distribution of

bereavement support packs for grieving families.

There are still many growing and unmet needs of families facing childhood cancer. Redkite receives no government funding or support and we rely entirely on our corporate and philanthropic partners, and the community, to deliver our essential services.

Redkite remains forever grateful to our many donors and supporters. We celebrated several significant partnerships in 2019, including 10 years of partnership with the Flight Centre Foundation and the extraordinary milestone of \$35 million in donations from Coles and seven years of partnership. Coles does so much to support Redkite families throughout Australia and has helped transform the lives of families facing childhood cancer.

I am very proud to be the Chairman of Redkite, leading an exceptional Board of Directors. They believe, as passionately as I do, that Redkite's work is absolutely vital to families facing their child's cancer. I know I speak for all Directors in recognising and celebrating the selfless contributions of our volunteers, corporate and community partners, donors, and sector collaborators – thank you – and we simply couldn't be there for children and families without you.

a message from our CEO



Monique Keighery
CEO

I couldn't present the 2019 annual review without acknowledging the context in which it's being read. Recently, our nation has endured some of the most devastating challenges in living history with the bushfires that raged across the country at the end of 2019, swiftly followed by the COVID-19 global pandemic.

Cancer doesn't happen in a vacuum, and so these two events have affected families who were already facing the unimaginable challenges of childhood cancer, and the stories are heartbreaking. 2020 will be a particularly tough year for them, and they will need Redkite's essential financial and emotional support more than ever, and the continued generosity of our caring Redkite community.

This annual review highlights Redkite's work in 2019 and celebrates the extraordinary generosity of our supporters who make everything we do possible. Together, we provided critical emotional, financial, and education support to more families – and across a greater geographical spread – than ever before. We worked hard to advocate for them, raising community awareness of the enormous burden cancer puts on families, and giving them a voice to share their experiences in their own words.

In the 36 years of Redkite's operation, we have been responsive to the changing and growing needs of families going through cancer, with the aim of delivering the greatest possible impact to families and the

greatest value to our donors. We are not afraid to challenge and stretch ourselves, and 2019 was the year we put Redkite under the microscope.

With the support and expertise of Redkite's Board of Directors, we took a close look at the current cancer care and support landscape, including the global and local influences on our sector. We interrogated our assumptions around the needs of the young people and families, and identified where the gaps and opportunities were to improve their experience of cancer and make the greatest impact.

Redkite's Strategic Priorities for 2020 and our future direction are built on strong foundations of over a year of research and planning – it's our roadmap to providing whole-of-family support that is tailored and life-changing, no matter where, when or how families need it. It sets out how we will continue to foster strong partnerships with families, sector colleagues, and our incredible supporters to extend the range and reach of Redkite's support and improve outcomes.

It's a true privilege to work with such an experienced and engaged board, the talented Redkite team who go above and beyond every day, and our passionate and generous supporters. I know for all of us it's the stories of love, hope, heartache, triumph, grief and resilience of the children and families that inspire and motivate us all, and will continue to as we forge ahead together to ensure no family faces their child's cancer alone.

2019 at a glance

Throughout 2019, there was 5 per cent growth in the number of families and 6 per cent in the number of individuals supported by Redkite. Our impact in regional and remote Australia has increased to the point where the services we deliver now reflect where people live in Australia – we are reaching families in the communities where they live, as well as being there for them in every children’s hospital across the country.



Around
2600
families received
support from Redkite
5%
increase in families
from 2018


Around
3800
individuals received
support from Redkite
6%
increase in individuals
from 2018



1,079
diagnosis support
packs distributed
nationally


84
bereavement support
packs distributed, 17%
increase from 2018


3%
increase in families
accessing financial
assistance


6,325
information, counselling
and support sessions
delivered


27%
of all the individuals supported
by Redkite live in regional or
remote Australia, mirroring the
general population


12%
increase in children and young
people supported with their
education and/or career

the cancer journey

From the moment a parent hears the words, “your child has cancer”, they embark on a long and uncertain journey that is anything but straightforward. Everything they took for granted, from planning work and holidays, their child’s schooling, friendships and the future... everything is turned on its head. Redkite is there for the whole family, at every stage of their cancer experience. From their child’s first days in the hospital, to their first days back at home, and beyond.



at diagnosis



Life is turned upside down overnight for the whole family.

during treatment



Treatment can last for months or years, resulting in income loss, lengthy family separations and education challenges.

bereavement



Sadly, some children and young people will not survive.

the cancer journey

returning home



Returning to the “new normal” can be stressful and isolating, away from the security of hospital.

relapse



For some, the cancer returns and the cycle starts again.

remission



The road to recovery is long and intense, and the impacts of cancer can be lifelong.

support from the moment of diagnosis

We are with families from the moment they enter the unfamiliar world of the cancer ward.

Our Redkite Social Workers are there to help them navigate this new world. These experienced professionals are embedded in the hospital system so they can be one of the first points of contact for a family. We are proud to say that Redkite funds social workers in every children's cancer ward in the country, helping families access the supports they need, including our diagnosis support packs, the iconic Red Bags.

Packed full of practical items needed for an unexpected and often long-term hospital stay, these bags are a tangible reminder that Redkite is there for them. Each one is packed with love, by volunteers who understand the important role these bags play in the cancer experience.



"We got our Redkite Red Bag at diagnosis, the first week we were in hospital. It's a fantastic thing that you give people. For me, it was that concept of 'you're going to need this, you're going to need a bag, and it's going to require these essentials in it all the time'. You'd then notice all the Redkite bags around the ward. It's a very practical, useful thing to be given at the very beginning. We'd pack that bag with everything in it, and that would stay by the front door. And if we had to go in the middle of the night, that bag had the charger in it and all the bits and pieces that we needed."

- Kate, mother to David (pictured above)

RED BAGS FOR CHILDREN UNDER 15-YEARS-OLD



DIAGNOSIS SUPPORT PACKS FOR TEENAGERS AND YOUNG PEOPLE, AGED 15 TO 24-YEARS-OLD



“

My son was diagnosed with cancer at aged 3. The night we were taken to the oncology ward the only thing we were given bar gut wrenching news was a care package / bag from Redkite. A lot of people talk about helping, but these guys were the real deal.

”

Facebook comment



“

I just wanted to say thanks for our bag. It is our go-to bag for chemo days and hospital dashes and was a bag of comfort for the early days and introduction into the world of childhood cancer.

”

Facebook comment



In 2019, nearly

800

Australian children under 15 were diagnosed with cancer

music therapy

Redkite funds music therapy in seven hospitals around the country, because long hospital stays and intensive treatments are often the first steps in a family's cancer experience.

Music therapy is so much more than keeping children entertained in hospital. It's an important therapeutic tool to help children process and express their emotions, build resilience, and better manage the physical pain and anxiety of their treatment. It helps families make meaningful connections and a chance to create memories.

When Sophie was six years old, she was diagnosed with Acute Lymphoblastic Leukemia. What followed was years of gruelling treatment. Her mother, Christine describes the role music therapy played in her little girl's life.

"On a few occasions when Sophie was the most traumatised before and after surgeries and countless procedures, you could literally hear her screaming from a long way away in the hospital. They would arrange for the Redkite Music Therapist to come and just play some gentle music in the background to help us to calm her down and get her to sleep. There were some times when I don't know how we would have got through without support like that.

I remember one particular night vividly – Sophie was critically ill, hooked up to so many machines and so distressed. They were really worried about her heart failing. They called in the music therapist. His calming music helped soothe her and her heartrate came all the way back into the safe zone from the critical zone – you could see it on the machine gradually calming to beat in time with the music. It was one of the most incredible things I've ever witnessed! That service provided by Redkite might have saved her life that night."

Christine, mother to Sophie (pictured right)

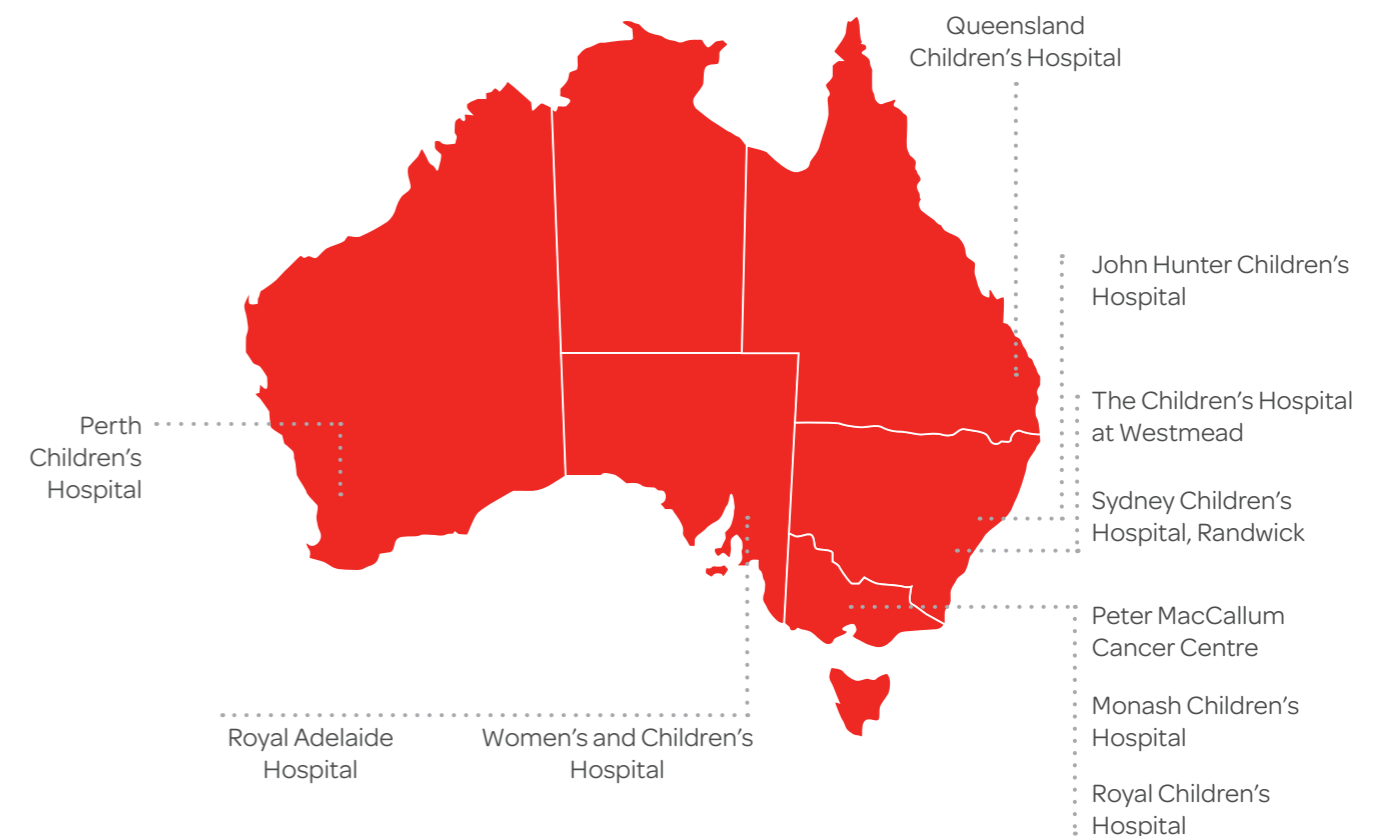


information and support

One of Redkite's greatest strengths is our holistic approach to supporting children, young people and their families on their cancer journey, a journey that isn't simple or straightforward.

We are with families in hospital and we are simply a phone call or email away when they return home. We help children and young people re-engage with school and work, and reignite career aspirations after what can be years of disruption to their education. We also work alongside health professionals in the cancer space to support our colleagues in providing the information and resources families need to navigate their loved one's cancer experience.

Hospitals and treatment centres with Redkite Social Workers and Music Therapists



34%

increase in the number of books sent through Redkite's Book Club

921

children and young people received education or career support

33

Redkite and Coles Dare to Dream grants awarded

516

education grants

800

hours of education and career support for children, young people and their families

financial assistance

When a child is diagnosed with cancer, many families have to make choices around time at work versus time at the hospital, and inevitably incomes are slashed. That's where Redkite comes in, to relieve the financial pressure by covering the cost of household and utility bills, keeping food on the table and helping with rent and accommodation costs and other essential bills. Last year, just over half of the financial assistance we provided was for food and fuel, demonstrating how fundamental the support is that families really need.

Why financial assistance matters:

"I don't know how we have survived but one thing I do know, we couldn't have done it without the support that Redkite provided our family. Cancer affects every aspect of your family's life physically, emotionally, financially and psychologically. Redkite made sure we didn't have the extra stress of finding funds to pay bills. We have received contributions towards bills, school fees, rehabilitation equipment, mobility aids, and safety items for our house, just to name a few."

- Simone, mother to Hayden (pictured right)

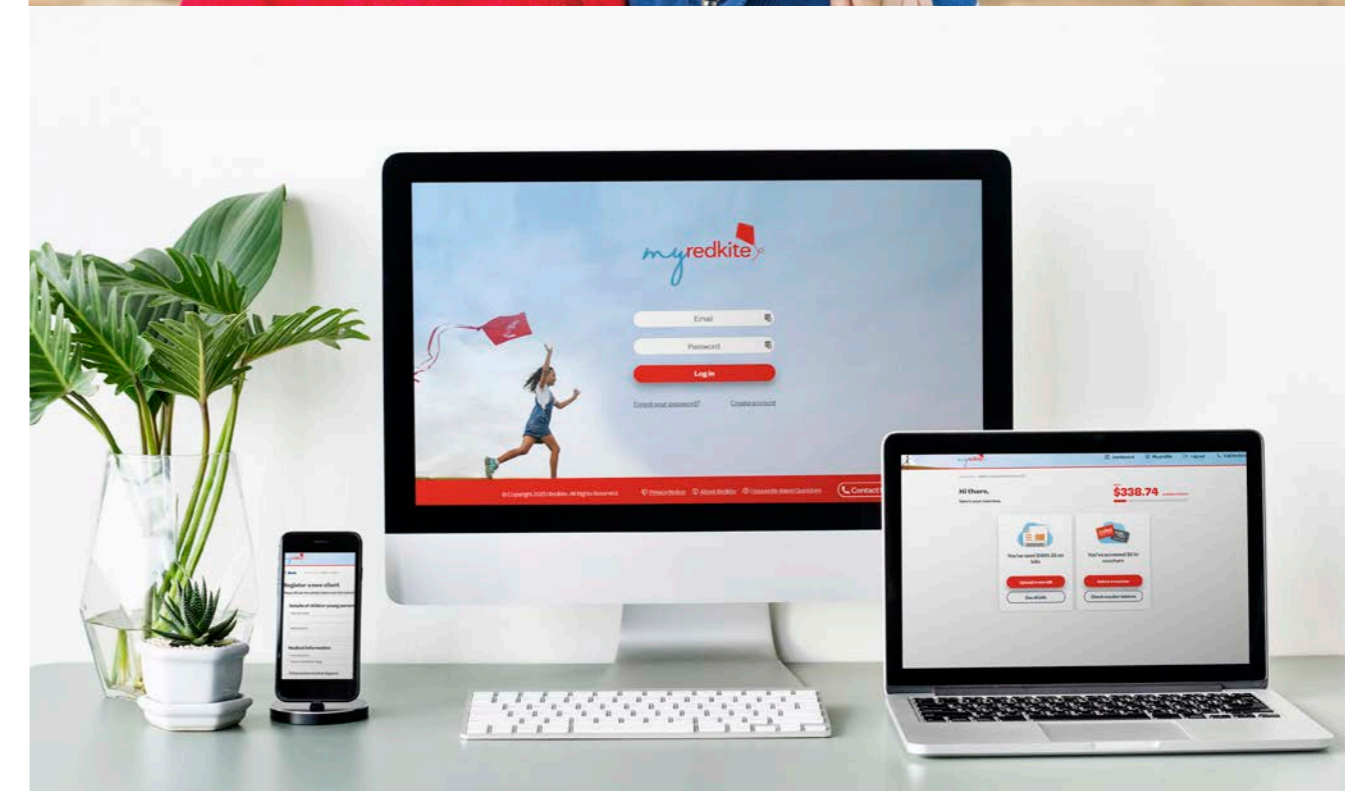


transforming financial assistance

With a three-year IMPACT grant from Perpetual, we have been working to transform our Financial Assistance Program to make it easier for our families to connect to us and more efficient for health professionals to refer and work with us.

Our new online Financial Assistance portal, myRedkite means families will be able to register with Redkite at any time, from anywhere... even sitting by their child's hospital bed in the middle of the night; they won't need to rely on anyone to register on their behalf and they won't have to try and reach us during business hours. Connecting families to our other services, such as counselling, will also be quicker and more efficient through myRedkite. This means we can start supporting families with more complex needs much earlier.

myRedkite will also have a section specifically for hospital-based health professionals who work alongside us supporting children with cancer and their families. Once myRedkite is fully implemented, we will have better and quicker information-sharing between the hospital and Redkite, which means better support for our families.



bereavement support

It is our privilege to walk alongside families from the moment they embark on their child's cancer journey, with some ending in heartbreak. Processing grief has no time limit, so neither do we. Our approach to bereavement support is shaped by the families' experiences of their child's death. So we listen and create a space for them to cry, share memories and express the mix of all their emotions. We walk alongside a family in grief for as long as they need us, and we are grateful for every supporter who chooses to walk with us.

After 15 months of intensive treatment, Conor died in his mother's arms as she read him a story. Sally shares her experience to highlight the importance of creating a space for grief.



"Conor is more than just a three-year-old who died from cancer. He is a brother to three girls and one boy. He was a little boy who loved The Wiggles, loved playing air guitar, and loved collecting rocks. He lived in the moment and he didn't complain however bad he felt.

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.

I want my little boy back. I cry because I miss my boy, I cry because I will always be missing a very special part of me, but I have accepted sadness. For us, crying about our children is part of life and you shouldn't fear it when speaking to us. What is worse is when we cry because we feel that someone has forgotten our child, or someone won't let us speak of our child when we want to. When you lose a child, you need to know that others remember them.

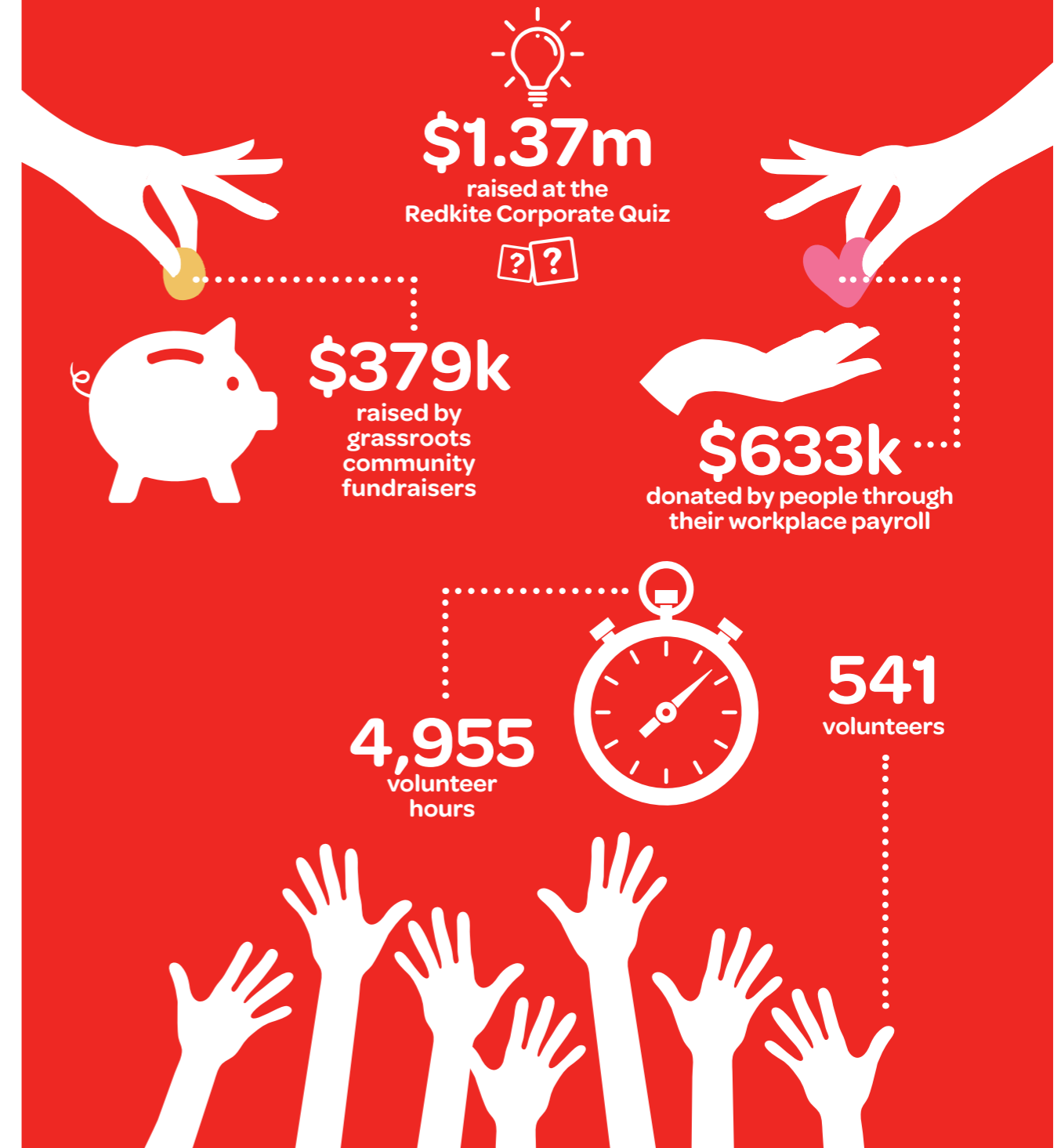
Over time I allowed myself to know that it's okay to laugh. When I laugh it doesn't mean I have forgotten Conor or that I am over his death, it just means I am feeling happiness that is still there. You can be happy and sad at the same time.

Conor taught me many lessons and he still does. He taught me that life is now, sadness is okay and laughter is essential."

Redkite's caring community donated over

\$13.3m

to help families with household bills, give professional counselling in hospital and at home, offer information and support, and help young people plan for their futures.



premier partner: Coles



In 2019, Redkite entered its seventh year of partnership with Coles, and what a year it was!

We celebrated a tremendous milestone of \$35 million raised since the beginning of the partnership in 2013. Coles continued to generously donate 5c from every specially marked loaf of Coles Own Brand bread; Easter hot cross buns and Christmas biscuits were important fundraising ingredients again this year, and the passionate Coles team members found fun new ways to support even more families. Thank you to the amazing Coles team members and customers, who do so much to support families facing cancer!

A record 33 inspiring young people impacted by cancer from across the country received Coles Dare to Dream scholarships. This life-changing program is designed to help young people achieve their education, career and life goals.

Since the partnership began, Coles has been there for families 32,079 times

13,000
hours of counselling
and support across
Australia

4,000
hours of music
therapy

269
scholarships and
education grants

9,000
household and
expenses paid



Coles Express



For the second year in a row, passionate Coles Express team members around the country went the extra mile for families facing their child's cancer. From the sale of Coles Own Brand bread and seasonal treats, to "round-up for Redkite" days and other fun in-store fundraising activities, Coles Express team members drove home the message they are committed to helping children with cancer in their local communities.



leading corporate partners

Our Leading Partners make an outstanding contribution in support of families facing their child's cancer, with Redkite embedded in their workplaces and team cultures. They continue to break new ground in how corporate organisations partner with charities.



COUNTRY ROAD



DRY JULY sign up or donate
www.dryjuly.com



STOCKLAND CARE FOUNDATION



JB HI-FI

COUNTRY ROAD

DRY JULY FOUNDATION



celebrating amazing milestones in 2019



Country Road

The talented and passionate Country Road children's wear and accessories teams designed a new Red Bag and teddy bear that launched in 2019. The bag was carefully thought out and updated to provide more functionality for families during unexpected hospital stays and the bear was designed with love using the highest quality materials and featuring the signature scarf.

The beautiful bag and bear were launched at the Country Road head office, where hundreds of staff volunteered their time over two days to pack 700 bags.

These bags are one of the first expressions of care and support for parents when they first step into the children's cancer ward.



Flight Centre Foundation

In 2019, we celebrated 10 years of the Flight Centre Foundation supporting young people and their families facing cancer. The passion and dedication of the Flight Centre team mean so much to Redkite. A decade of bake-offs, raffles, social nights, fun runs, Melbourne Cup collections and an array of other fun and inventive fundraising activities to ensure that young people don't walk the cancer journey alone.



Dry July

In 2019, Redkite became a Major Beneficiary of the Dry July campaign, a national fundraiser that encourages you to go alcohol-free in July for people affected by cancer.

Thanks to the incredible fundraising efforts of over 1,200 people and additional generous grants from the Dry July Foundation, Redkite received over \$680,000!

These funds were put to good use to support young people with cancer through education and career support, information and counselling, and diagnosis support packs.



"I wanted to say thank you so much for taking part in Dry July! I hope you know that your support makes a real difference to young people like me. When I was diagnosed with cancer, I tried so hard to keep up at school, but every cycle of chemotherapy and radiotherapy left me sick and drained. Redkite was there to help lessen the burden of cancer. Redkite makes me feel like whatever happens with my future career, I don't have to face the challenges alone."

2019 Dry July Family Ambassador, Adry, who was diagnosed with cancer at age 17

major corporate partners

Our Major Partners provide significant and valuable support for families facing cancer, whether it be through team fundraising, client events, sponsorship, pro bono support, corporate donations, or all of the above.



MPA



FLIGHT CENTRE FOUNDATION



SAP



BOC



THE ALTERNATIVE FUTURE FOUNDATION & HEDGE FUNDS ROCK



LATITUDE FINANCIAL SERVICES



I-MED RADIOLOGY NETWORK

supporting partners and key supporters

No matter how big or small, our supporting partners are a critical part of our community of care, making a difference to families facing cancer every day.



HOYTS



WINC



NAB



SYDNEY SWANS



philanthropists

The caring and compassionate nature of our community is demonstrated by their willingness to help others. We honour those who through their personal gifts, family foundations or legacies have made a commitment to improving the quality of life of families facing their child's cancer.

REDKITE FAMILY CIRCLE

KINGHORN FOUNDATION

REDKITE DISTINGUISHED SUPPORTERS

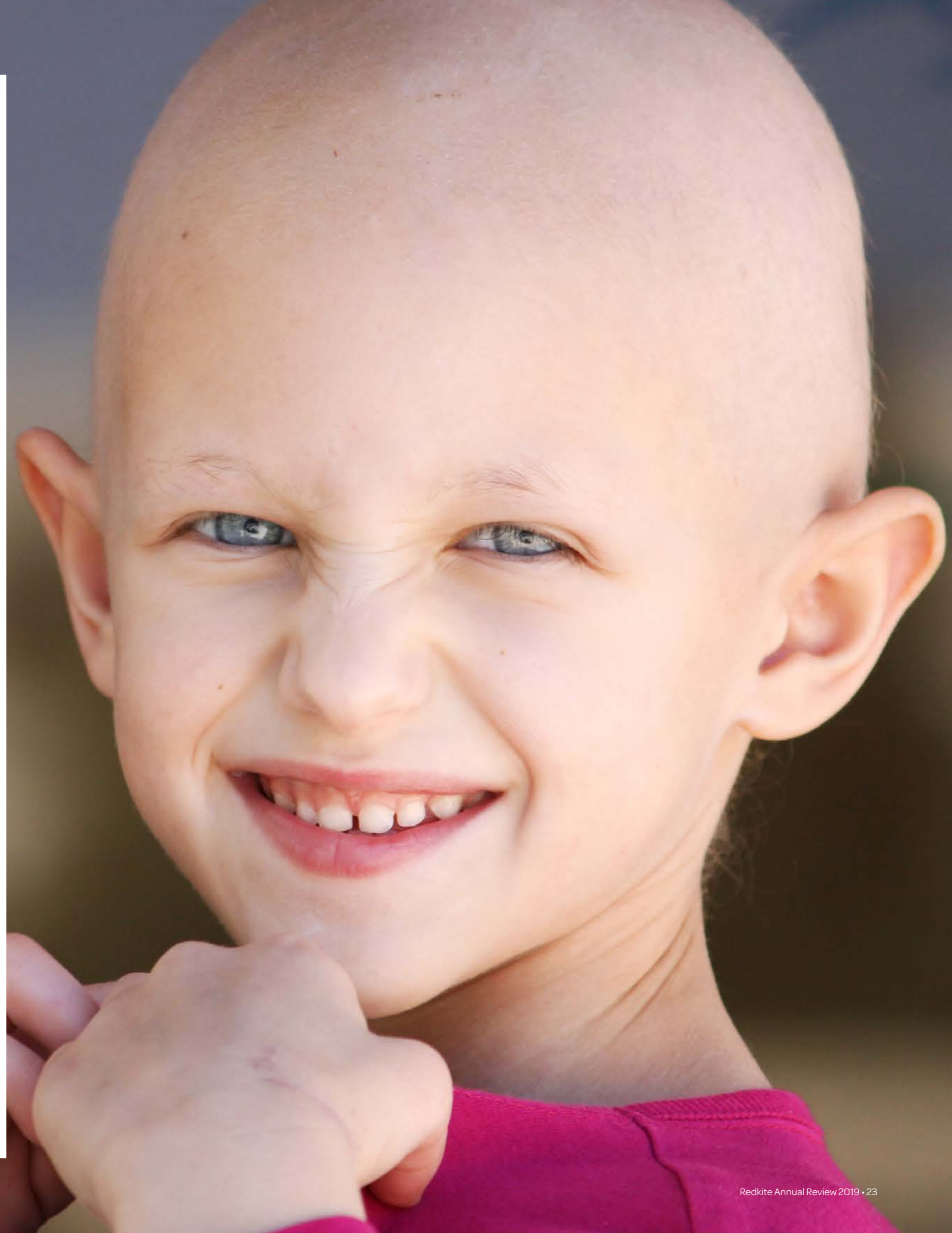
FLANNERY FOUNDATION HOOPER
SHAW FOUNDATION & CRM CHARITABLE
FOUNDATION JOHANNA SEWELL
MEMORIAL FUND PONTING FOUNDATION
THYNE REID FOUNDATION

REDKITE MAJOR BENEFACTORS

CHANNEL 7 TELETHON TRUST COLLIER
CHARITABLE FUND DENTON FAMILY
TRUST FARRELL FAMILY FOUNDATION
G.W. VOWELL FOUNDATION MARIAN
& E.H. FLACK TRUST STAN PERRON
CHARITABLE FOUNDATION

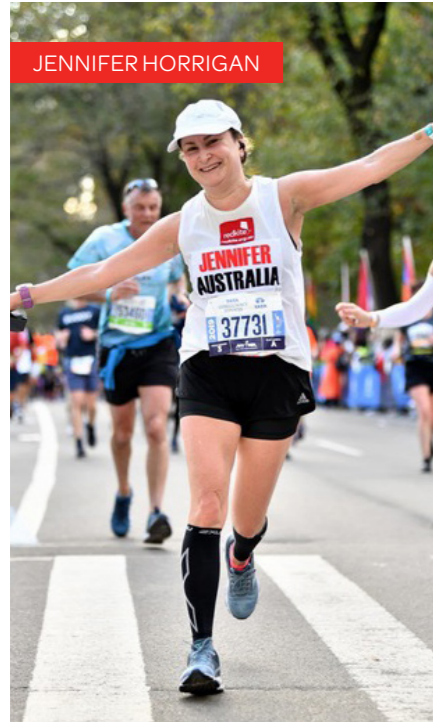
REDKITE VALUED FRIENDS

ROBERT ALBERT AO ATS CHARITABLE
FOUNDATION BENMARK FOUNDATION
BRADY CANCER SUPPORT FOUNDATION
WILLIAM CANT CORIO FOUNDATION
SUSAN CRAIG MAPLE-BROWN AM
GOLDEN STAVE FOUNDATION GROSS
FOUNDATION J.P. STRATTON TRUST
JAMES N. KIRBY FOUNDATION JOE WHITE
BEQUEST KEITH MACKENZIE WILL TRUST
LIANGROVE FOUNDATION LORD MAYOR'S
CHARITABLE TRUST MASSEY CHARITABLE
TRUST M. ATTWOOD TESTAMENTARY
TRUST NORMAN MAVIS AND GRAEME
WATERS PERPETUAL CHARITABLE TRUST
PIERCE ARMSTRONG FOUNDATION
RACING NSW ANDREW RENNIE
SAVANNAH FOUNDATION WILLIAM
ANGLISS (VICTORIA) CHARITABLE FUND



our community of fundraisers and volunteers

Whether they're running, trekking, lighting up the town, steaming up the tracks or celebrating true love, our community of fundraisers have one thing in common: a passion for supporting the children, young people and their families facing the challenge of cancer.



JENNIFER HORRIGAN



STEAM LOCOMOTIVE SOCIETY



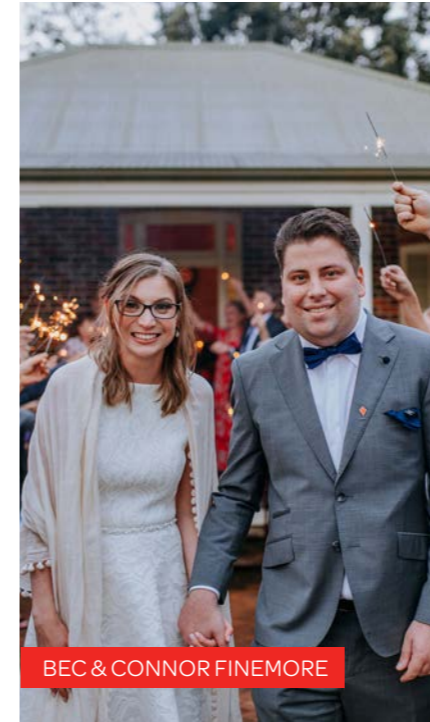
LITHGOW LIGHTS

Our Chairman, Jennifer Horrigan, ran the New York Marathon, taking on the gruelling 42km course to raise awareness and funds for Redkite. As each kilometre clicked over running through all five New York boroughs of Staten Island, Brooklyn, Queens, the Bronx, and Manhattan, she said to herself: "this is one more family supported by Redkite." Jennifer raised an incredible \$51,861 to make a real impact in the lives of families facing their child's cancer diagnosis.

With the threat of bushfires looming, the kind and generous Sydney Live Steam Locomotive Society (SLSLS) held their annual fundraising event for Redkite and raised \$5,385. The SLSLS is a volunteer-run, not-for-profit initiative in West Ryde that operate steam train rides for children. Every year they donate the proceeds from one of their open days to Redkite. This year's event was close to being cancelled as smoke from the NSW bushfires blanketed the area, but the brave volunteers and generous visitors went ahead in support of families everywhere.

Bushfires again threatened the annual Lithgow Lights Christmas lights display. But David and Suellen Rawsthorne weren't going to stop what has become an annual pilgrimage for families travelling from regional NSW and the ACT. "Each year, we've always tried to make the light display spectacular enough to get people to get out of their car and go 'Wow!'," David said. In spite of the bushfire threat, they raised \$2500 and celebrated 20 years of fundraising for Redkite.

We are so grateful to everyone who fundraised for Redkite in 2019. You make the world of difference in the lives of families.



BEC & CONNOR FINEMORE

The favours at Bec and Connor's wedding were Redkite pins. Redkite supported Connor on his cancer journey and on the most romantic day of their lives, the Finemores asked their guests to donate to Redkite in lieu of gifts. Connor and Bec, thank you for this beautiful and selfless act – thanks to you both, Redkite can support other young people going through cancer.



MARK MATTHEWS

Mark is a music teacher and for 15 years has been using his school's end of term concerts to hone his students' performance skills and raise funds for Redkite. The professional musicians who play at these public concerts generously donate their time, so all the door proceeds go to Redkite. Mark is a valued Club Red member and his Redkite Music Mascot, Sebastian, sits atop the piano at every single concert, as a reminder and symbol of the children who Redkite supports.

"Each event adds a little more to the cause and over time, a little builds and builds, to making significant support. We love it and plan to continue to run these regular fundraising events as long as we are capable of doing so," Mark said.



SHERYL EVERY

Sheryl, wife of Redkite Patron and Director, Robert (Bob) Every AO, trekked the Kokoda Trail and raised \$28,900. She took on this brutal, single-file, foot thoroughfare that runs 96km overland in a straight line through the Owen Stanley Range in Papua New Guinea. Sheryl's inspiration was her father, who enlisted for the Second World War in 1942 at the tender age of 17 and was sent to Port Moresby. Sheryl wore her beloved father's PNG medal on the trek.

"I knew that he was sitting right there on my shoulder encouraging me all the way. He would have been so proud of me raising money to help the families and children who are diagnosed with cancer."

our Board 2019



Jennifer Horrigan
Redkite Chairman

Jennifer brings more than 25 years' experience across investment banking, financial communication, investor relations and strategic communications. Former Chief Operating Officer in Australia of the independent investment bank Greenhill. 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), 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).



Bruce Morgan

Formerly the Chairman of the Australian Board and a member of the International Board of PriceWaterhouse-Coopers and a partner of the firm for over 25 years, Bruce practiced as an audit partner focused on the financial services, energy and mining sectors. He is also a Fellow of the Australian Institute of Company Directors and Chartered Accountants in Australia and New Zealand. He is currently the Chairman of Sydney Water Corporation, a Director of Origin Energy, the University of NSW Foundation and the European Australian Business Council. He was previously a director of Caltex.



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 and is currently 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, Property Economics, and Director of JLL Australia.



Joost de Kock

Joost is the Deputy Secretary Customer Strategy and Technology at Transport for NSW. He was previously General Manager Enterprise Transformation with the Australian Government Department of Human Services. 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 has advised private and public sector clients on 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.



Teresa Engelhard

(Resigned 27/2/2020)
Teresa has more than 20 years of digital technology leadership including VP Marketing, GM and CEO roles in Silicon Valley, strategy consulting at McKinsey and venture capital partner roles in the US and Australia. She is a Non-Executive Director of Origin Energy, WiseTech Global, and StartupAUS. She has a Bachelor of Engineering and Applied Science from Caltech, an MBA from Stanford University and is a Graduate of the Australian Institute of Company Directors.



Dr Robert (Bob) Every AO

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 and Boral. 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 over 20 years' experience as Company Director of large charities, NFPs, and major operating subsidiaries in large listed financial services groups. She also has over 20 years' senior executive experience in governance, risk management and strategic regulatory policy - gained in four large financial services groups, and as Executive General Manager Policy and Advice Division at APRA (prudential regulator), and as Company Secretary at ASIC (corporate regulator). Sarah is a Graduate of the Australian Institute of Company Directors and holds a Bachelor of Laws (UNSW).



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 of 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 a Director of the European Australia Business Council and The Australia Korea Business Council. He is a member of various bodies including the Business Council of Australia and the Australian Institute of Directors. 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 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

Adam is one of Redkite's most high profile and dedicated Ambassadors. 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 (TEDx), an in-demand MC and conference speaker, successful author and holds a Doctor of Science Honoris Causa, Edith Cowan University.

regional councils

NSW Regional Council

Ed Singleton (President)
Robert Moran (Chair)
Andrew Brewer
Dr Richard Cohn
Andrew Finlayson

Mark Gold
Rachael Graham
Cameron Judson
Steven Purcell
Brad Seymour

Queensland Regional Council

Jonathan Dooley (President)
Lachlan Begg
Michelle Bond
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
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
David Read

governance and regulation

Our Board and networks

Redkite is committed to:

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

Board functions

- Reviews and approves Redkite's strategic plan and operating and capital budgets.
- 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 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 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 2020



Monique Keighery
Chief Executive Officer

Monique has over 20 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. 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 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.



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.



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 15 years' experience in fundraising and marketing in the not-for-profit sector, Tatiana leads Redkite's high-performing team across all fundraising streams including individual giving and corporate partnerships. Tatiana holds an MBA in Marketing and is responsible for strategically growing all revenue streams and government engagement.

financial highlights from 2019



In 2019, Redkite provided
\$2.2m
in financial assistance,
4% increase from 2018



Redkite's revenue
increased by
9%
from 2018



In 2019, revenue reached a
record high of
\$13.9m



20%
increase in expenditure
on community-based
support team to help
families



Admin costs of
8%
of revenue, down
from 10% in 2018



5%
increase in funding
to hospital-based
Social Workers

2019 financials

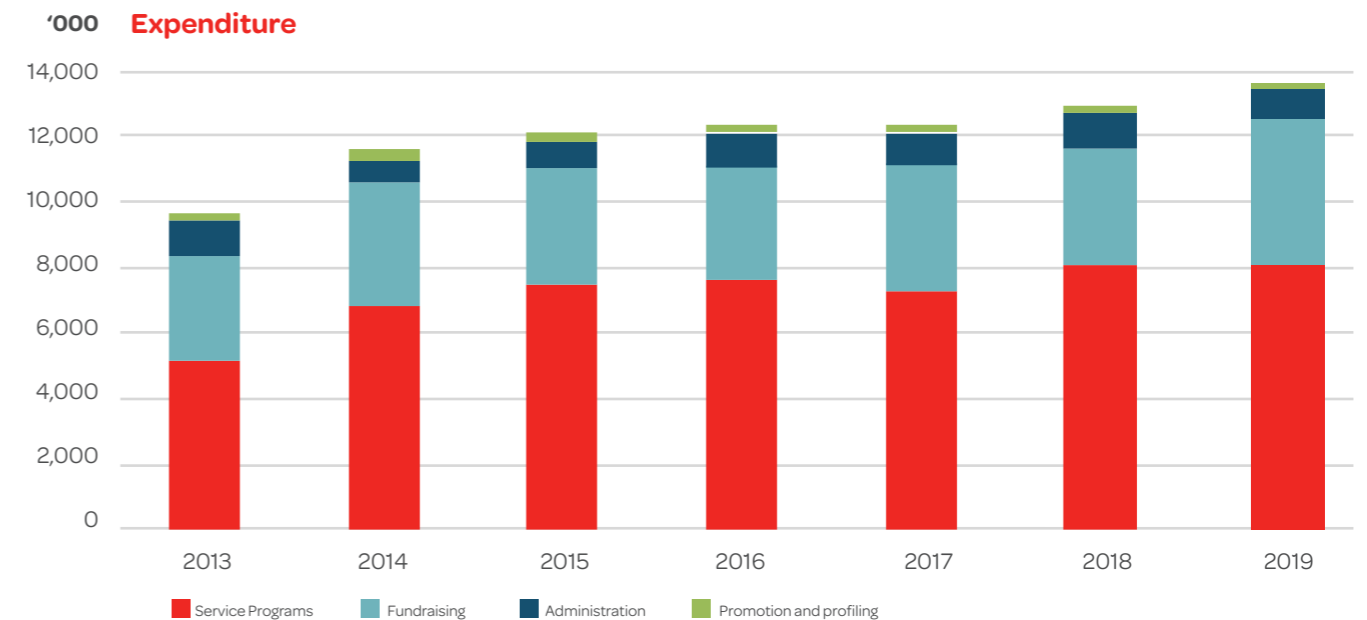
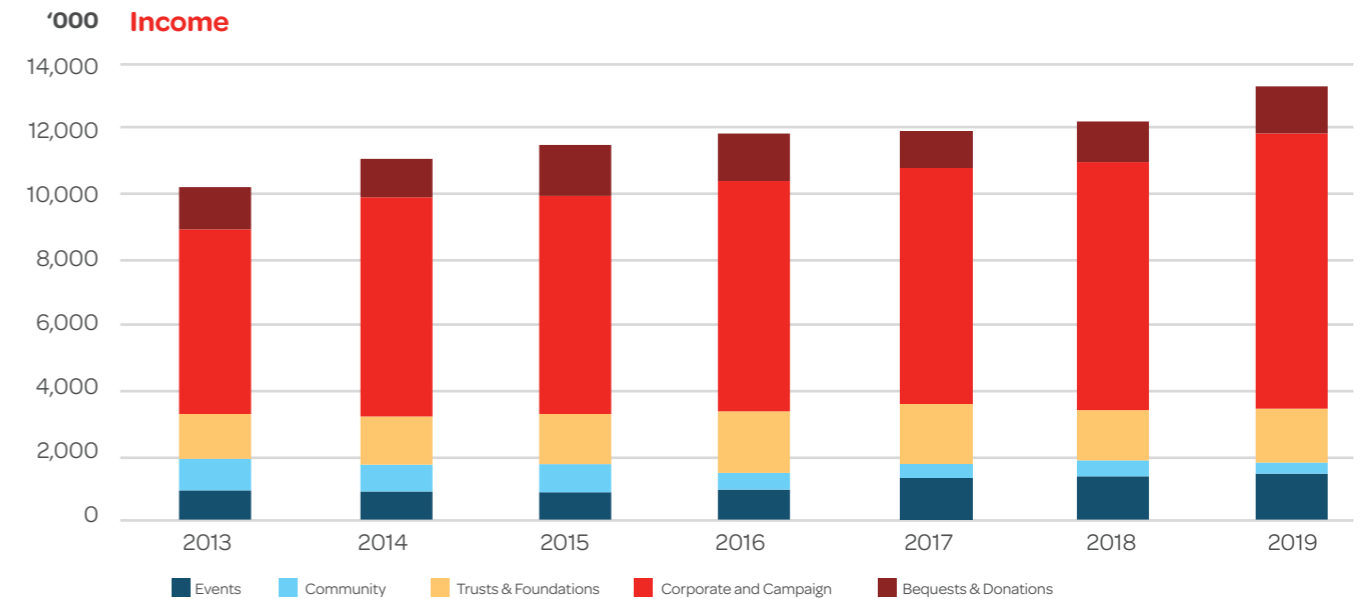
We are grateful to our incredible supporters – including our corporate, trust and foundation, community and individual donors – who not only provide financial support, but also donate their time and resources through skilled volunteering and assisting at our events. With more families turning to Redkite for help every year, we are able to continue our critical family services through this funding and commitment.

In 2019, Redkite achieved remarkable 9% growth in income on the previous year – \$13.9m in total. This is in response to a strong focus on fundraising activities, including growing numbers of new donors on our database, as part of our strategy to ensure revenue diversification and the long-term sustainability of our organisation. The investment into donor acquisition is critical for our future 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.

Income growth enabled us to distribute 4% more support to families via our Financial Assistance Program than the previous year, and more than any other year. We also increased our levels of support provided by Redkite’s community-based support team by 20% and increased funding in support of our hospital-based professionals.

It is vital that Redkite be effective and transparent in the way we manage our funds in supporting children and families. Administration costs decreased to 8% of revenue, down from 10% the previous year. We are also committed to continually improving our financial governance and management processes organisation-wide. A key focus during 2019 was on streamlining the administration costs of the Financial Assistance Program, through its digitisation, which is also designed to provide better access and experience for our families.

The overall net result from operations was a net surplus of \$274k in 2019, which also included our investments in revenue diversification strategies to build our reach and donations from the individual donor community.



Income statement

	12 months to 31 December 2019 \$	12 months to 31 December 2018 \$
Revenue from fundraising activities	13,311,261	12,200,892
Other revenue	595,283	606,394
Family grants and services provided	(8,142,230)	(8,098,886)
Fundraising costs	(1,567,401)	(800,779)
Employee expenses	(3,040,560)	(3,010,437)
Depreciation and amortisation	(55,863)	(45,314)
IT and communication expenses	(160,921)	(172,487)
Rent, property and insurance expenses	(475,734)	(427,357)
Other expenses	(189,190)	(384,049)
Net surplus/(deficit) from continuing activities	274,646	(132,023)

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 \$1.397m was received in pro bono services during 2019.

2) Prior year revenue from fundraising activities has been adjusted. Previously it included revenue from events which was net of direct event revenue \$11,842,615 (2018) with event costs of \$358,277 (2018).

3) Net gain on revaluation of investments for 2019 was \$1,040,083 (2018: -\$659,218) for a total comprehensive surplus of \$1,314,730 (2018: -\$791,242)

Balance Sheet

	As at 31 December 2019 \$	As at 31 December 2018 \$
ASSETS		
Cash and cash equivalents	2,304,691	1,847,987
Receivables	309,453	319,774
Other	269,842	238,276
Total current assets	2,883,985	2,406,036
Plant and equipment	451,278	510,369
Financial assets	12,252,212	11,500,080
Lease - Right of Use Asset	2,664,366	-
Non-current assets	15,367,856	12,010,448
Total assets	18,251,840	14,416,484
LIABILITIES		
Short term payables	1,569,486	1,795,313
Deferred revenue	-	4,085,505
Short term provisions	287,259	322,806
Lease - rent liability	418,964	-
Current liabilities	2,275,709	6,203,623
Long term provisions	38,615	48,894
Lease - non-current liability	2,371,444	-
Non-current liabilities	2,410,059	48,894
Total liabilities	4,685,768	6,252,518
Net assets	13,566,072	8,163,966
Equity	13,566,072	8,163,966

Notes to the accounts:

New and revised standards and amendments thereof and interpretations effective for the current financial year that are relevant to the company include:

AASB 15 – Revenue from Contracts with Customers

AASB 1058 – Income of Not for Profit Entities

AASB 16 – Leases

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



"April was diagnosed with Wilms Tumour after a fall which ruptured a blood clot attached to the tumour on her kidney. That fall was the only reason we discovered the cancer so early.

I had already been looking after my own mother who was diagnosed with cancer 10 months earlier so not only was this a shock and devastating news, but I was wondering how I was going to manage looking after two cancer patients.

Our first contact with Redkite was the overnight bag, given to us in hospital. It had supplies such as toothpaste, a brush, shampoo, sachets of coffee and hot chocolate, as well as a book on the particular tumour we were looking at.

After her surgery, April had to have weekly chemotherapy. When April lost her hair, they gave us funds for a wig to be designed based on photos I had of her with hair.

Redkite provided emotional support to me via phone chats, email chats but also gave April books on feelings when her anxiety became an issue and a book called 'my sister has a tumour' for Willow, to help her understand what her big sister was going through.

We didn't know what help was available before we joined the unfortunate cancer club and we're very grateful to know we weren't alone."

Stephanie, mother to April (pictured left)

**reach us
wherever
you are in
Australia**

1800 REDKITE
(1800 733 548)

info@redkite.org.au

www.redkite.org.au



@redkitecharity



@redkitecharity



@redkite



[company/redkite](https://www.linkedin.com/company/redkite)



redkite