



Childhood Cancer
ASSOCIATION INC
Hands on Help

Celebrating
30 YEARS

Childhood Cancer Association Inc. President's Report 2011

"The Childhood Cancer Association provides ongoing and practical hands on support for children living with cancer, and their families."



Introduction

In 2011, the Childhood Cancer Association (CCA) continued to fulfil its mission to serve as South Australia's key childhood cancer support organisation, providing 'hands on help' to children living with cancer, and their families. It has been a rewarding, but also a challenging year.

CCA Team

I would like to take this opportunity to introduce the many champions of the CCA cause.

Patrons

His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Governor of South Australia and Mrs Liz Scarce. As Patrons of the Association, the Governor and Mrs Scarce continue to help us raise the profile of the Association and support us in our fundraising efforts by attending our key events including our 2011 Annual Gala Ball and the official opening of the CCA newly renovated offices.

Ambassadors

Joining Dr Michael Rice, Travis Boak and Kate Collins, I am very pleased to announce the appointment of two new Ambassadors to the Association:

Daniel Harris – Redbacks & Adelaide Strikers cricketer
Kane Richardson – Redbacks & Adelaide Strikers cricketer

Both Daniel and Kane joined the Association in August 2011 and have both been very active and supportive in their new roles.

Board

In 2011 we welcomed 2 new members to the Board.

John Keeves has been a partner with legal firm Johnson Winter and Slattery since 1993. John has extensive legal experience and knowledge of corporate governance which is of significant benefit to the Association, particularly in light of the numerous reviews of the not for profit sector at both State and Federal levels. In addition, John is very willing to support children with cancer and their families by raising the profile of the Association and contributing to the development of our sustainable fundraising strategies.

Cath O'Loughlin has been our General Manager (now CEO) since January 2009. As CEO, Cath has an in depth understanding of the strategic and operational issues impacting on CCA. Cath also has 25 years of legal and managerial experience working in both the private and public sector.

The current membership of the Board is as follows:

Mr Chris Hartley	President
Mr Vaughn Eaton	Vice President
Mr Michael Bagshaw	Treasurer
Mr David Murada	Secretary
Mr John Keeves	Board Member
Mr Michael Shillabeer	Board Member
Ms Samantha Scott	Board Member
Dr Andrew Dunbar	Board Member
Mr Neil Walker	Board Member
Ms Cath O'Loughlin	Board Member

Special Acknowledgement

After serving the Childhood Cancer Association Board for eleven years, Michael Bagshaw is retiring from the Board of CCA. Michael joined the Board in 2001, and became Treasurer in 2002. For 11 years Michael has been travelling to Adelaide from his home in Meningie to regularly attend Board meetings and numerous CCA fundraising activities and events. He has been a great supporter of the Association both personally and professionally, and a great contributor to the Board, particularly in his role as Treasurer. On behalf of all the CCA team, we thank Michael for his outstanding contribution and wish him all the very best for the future.

I would also like to congratulate Chris Powell on his appointment as a Life Member of the Association. Chris served as a Board member for 13 years and was President of the Association from 2002 until his retirement in 2010.

Staff

The quality of our team at CCA continued to improve in 2011 with the following appointments:

Shirley Fryer

Administration & Accommodation Coordinator – Family Service

Shirley is responsible for providing administrative support to the Family Service team, ensuring the effective and efficient delivery of all services and support to families. This involves the coordination of accommodation, both at the Michael Rice Units at Prospect, and Bradley's Place at Victor Harbor. Shirley also oversees the general maintenance and administration of the Family Service division, including management of special event ticketing, provision of Family Service program support and database maintenance.

Lisa Maguire
Receptionist and Bookkeeper

Lisa is responsible for the coordination of the reception area at CCA and is the first point of contact for all families and visitors at the office. This role involves the performance of general office duties and management of incoming inquiries. Lisa is also responsible for the effective management all accounts payable and receivable.

Kate Aston
Fundraising & Events Manager

Kate is responsible for the management of all events coordinated by the Association, and maximising funds raised from these events, as well as identifying new fundraising opportunities. As part of the fundraising team, her role also involves the servicing of CCA's key partners, whilst identifying and pursuing potential partnerships within the business community.

Shirley, Lisa and Kate join an already very strong team at CCA:

Chief Executive Officer
Cath O'Loughlin

Family Service
Denise Ellis – Manager – Family Service
Anna Boynton – Senior Counsellor (Psychologist) – Family Service
Shirley Fryer – Administration & Accommodation Coordinator – Family Service

Marketing & Fundraising
Kylie Vaughton – Marketing & Communications Manager
Kate Aston – Fundraising & Events Manager

Administration
Lisa Maguire – Receptionist
Avril West – Administrator

As a direct result of the quality of the team now employed by CCA, along with the significantly improved facilities at CCA, there has been an increase in the demand for family services. In 2011, in recognition of this growth the Board decided to create 2 new positions. A 3rd counsellor to provide more hands on practical support to families, and a new fundraising position to assist with the increasing costs of delivering our services. These positions were successfully filled in early 2012.

Services and Support

We continue to focus on improving the services and support we provide to South Australian children living with cancer, and their families.

In 2011 we increased the overall level of support we provided to families to nearly \$480,000, an increase of 20% on last year.

The highlights for the year included:

SIBS (Super Important Brothers & Sisters)

The Family Services team worked hard on developing the SIBS program to ensure that it met the needs of the clients and was more accessible. This included developing, improving and providing more of a focus on the therapeutic component of the program, as well as rejuvenating the fun component, and offering the program during school holidays.

Special Families Day

The Family Services team hosted the first Special Families Day for parents, siblings, grandparents and extended family members who had lost a child to cancer. The day included a special lunch, memory making activities and a balloon release to celebrate and remember the life of the child who had passed.

The aim of the day was to provide an opportunity for bereaved families to get together and meet other families who have experienced a similar journey. It was a very special day and very well attended.

Bradley's Place

In 2011, thanks to the generous support of the Vodafone Foundation and the Marcinkowski family, Bradley's Place was completely refurbished. This included the donation of a new pergola, shade sail, signage, landscaping, painting, and all new furniture and fencing.

The Association also held the first open day at Bradley's Place allowing us the opportunity to personally thank the many donors and volunteers who provide ongoing support to Bradley's Place.

Masters in Psychology Student Placement

For the first time the Association hosted a Masters in Psychology (Health) Student from the University of Adelaide for 18 weeks. This was a valuable resource for the Association and an opportunity to raise our profile within The University of Adelaide Psychology Department.

The CCA Research and Study Grant

In our ongoing support of research in the area of childhood cancer, the CCA Research and Study Grant was awarded to Dr Anne Gannoni, Chief Clinical Psychologist from the Department of Psychological Medicine at the WCH. Dr Gannoni's research project, 'Assessing the sleep of children during their cancer treatment: A pilot study', is currently underway. Results of the important study will be presented to the CCA Board on its completion.

CCA Christmas Fair

Thanks to the overwhelming hospitality and generosity of the Edge Church, the CCA annual Christmas Family Fair was again one of the absolute highlight events of the CCA year. For the second year in a row, Edge Church hosted our Christmas Family Fair. This year they transformed their City Campus in Hindley St and provided a Santa's Cave, an animal kingdom, classic car rides, a princess castle, sideshows, Christmas hampers and gifts, entertainment and food, and so much more. Over 400 children and parents experienced a day they will never forget.

Marketing & Communications

In 2011 we produced an outstanding quality promotional DVD. The DVD was first shown at CCA's Annual Gala Ball in 2011 and was extremely well received. Our thanks to Ron Furner, Director at Visionation, who generously donated all his time to produce the DVD, and I would also like to thank and acknowledge all the families, supporters, partners and the team from the Women's and Children's Hospital who participated in the DVD.

The DVD very effectively captures who we are and how we help. It is a highly valuable resource and is regularly used for training and induction purposes and for presentations to potential new supporters.

Following a Brand Management review in 2010, with the assistance of Graphic Designers bmd brands, we also created a Style Guide to ensure visual consistency for all of CCA's external communications. The Style Guide is used to assist all staff in preparing documents and ensure the corporate identity is used in a consistent way across the organisation.

A number of marketing materials were reviewed and updated including letterhead, envelopes, and a new DL promotional flyer.

Fundraising

Fundraising in 2011 was one of our major challenges. As always our fundraising team worked extremely hard to ensure all of our key fundraising events including the CCA Annual Gala Ball, Westpac Stair Climb, City to Bay Fun Run, City Badge Day and Tour Down Under were all financially successful. We were also fortunate to record a significant increase in the amount of community fundraising activities undertaken on our behalf by individuals, clubs, businesses and companies.

In particular, I would like to acknowledge Mike and Deb Garrick who have been fantastic supporters of the Association through their fundraising efforts with the Garrick Charity Golf Day. In 2011 they raised a record \$10,143, bringing the grand total of funds raised from this event to \$102,571 over the past 15 years. A very big thank you to Mike & Deb Garrick for all the time and effort they have put in over the years, and to the very loyal sponsors, participants and volunteers who have supported this event.

I would like to acknowledge the ongoing support we received from our major partners including Sweethearts, Westpac, Vodafone, Le Cornu, Sturt Football Club, Adelaide Motors, Haselgrove Wines, Jet Couriers, Gainsborough Studios, bmd brands, and All Steel Transportable Homes. Your financial and in kind support is incredibly important to the Association.

I would also like to acknowledge and thank the following organisations who have generously supported us through the provision of grants:

Vodafone Foundation - \$ 14,690 to upgrade Bradley's Place

Australian Executor Trustees Ltd - \$15,000 general purpose

The Coopers Foundation - \$9,000 towards funding a supply of Big and Baby Elliot's

The Kiwanis Club of Burnside East Adelaide- \$1,300 to purchase a lap top / IPod docking station

In 2011 CCA made a modest surplus of \$8,546. I anticipate fundraising in 2012 will present an even greater challenge for the Association.

Office Renovation

The most significant contribution and most transformational change to the Association since I joined the Board in 2008 took place in October of this year when Edge Church demolished and rebuilt the CCA offices in 2 weeks.

The CCA offices were never designed to deliver the services we offered. They were lacking in privacy, soundproofing, equipment, storage, space and comfort. When Edge Church became aware of the Association's need to upgrade its facilities in February of 2011 they immediately announced the CCA Office Renovation as their next Community Project.

For a commercial builder it was a 3 month project costed at \$300,000. For CCA it meant at least a 2year project to raise the funds. But with the incredible support of Edge Church, and their 100's of volunteers and partners, it was fully donated to CCA and completed within 2 weeks.

During that time it was business as usual for CCA, but operating from the Edge City Campus in Hindley Street.

The facilities that CCA can now make available for families are literally state of the art.

We now have a dedicated family room, counselling room and a separate program room. The office has been restructured so that all administration and fundraising activities have been separated away from family services. We can Skype with our families who are in regional areas or interstate, parents have access to the internet, and children have access to xbox, wii, tv, dvd, etc.

As a direct result of the vast improvement in our facilities, the demand for our services has increased. More families are visiting the office, the numbers participating in our programs has increased, and there has been a significant increase in requests for counselling.

This indicates there was clearly a demand that was not being met, until now.

On behalf of every family and everyone associated with CCA, I cannot be more thankful and grateful for the extraordinary generosity and ongoing support of Edge Church. You have brought about transformational change that will benefit 1000's of families for many years to come.

Thank you

Every year the Association relies on the commitment and dedication of an ever expanding team to succeed in achieving its mission. My sincere thanks to my fellow board members , the staff at CCA, our Patrons, Ambassadors, our many volunteers, donors, supporters and corporate partners for your time and your generosity.